

Section 1: Collecting data

Exercise level 1

1. Name the sampling method being used in each of the following cases. Choose the sampling method from the list below.

Opportunity sample	Stratified sample	Systematic sample
Simple random sample	Quota sample	

- (i) 50 boys and 50 girls are selected at random from the students in a college.
- (ii) Every tenth person from those registered on a website is surveyed about his/her satisfaction with the website.
2. A school has 1205 students. Describe how to take a random sample of 50 students from the school.
3. A college wants to sample its students to find out how much they would be willing to pay for lunch.

Two possible sampling methods are suggested:

- Take a random sample of 100 students and email the survey to them.
- Put the survey on the college website and wait until 100 students have responded before closing the survey.

Which of these methods is likely to give the more representative sample? Explain your choice.

4. A researcher uses a snowball sampling method to find out when drug users first started taking drugs. The method is to first ask one drug user and then get each person surveyed to suggest other drug users to ask.
- (i) Is the sampling method biased? Give a reason for your answer.
- (ii) Suggest a reason why this sampling method might be used.