

Sampling

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1 Housekeeping

2 Literature Review

3 Sampling

- Sign the attendance sheet
- Email me your research questions!
- Literature review

Literature Review

- Due March 14, 2018
- 600-1000 words
- At least 5 peer reviewed articles
- Prompt uploaded to class website

- Abstract/philosophical/theoretical -> More and more concrete

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- The Literary Digest was an influential weekly magazine
- Correctly predicted the 1916, 1920, 1924, 1928 and 1932 presidential elections based on poll
- 1936: Kansas Governor Alfred Landon vs FDR
- Poll had Landon winning in a landslide
- Landon only carried Vermont and Maine!
- The weekly magazine folded soon after

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- Sample was bias and prediction suffered as a result

- Population (and "true value") -almost always unknown
- Sample
- Sampling Error
- Sampling Frame
- Randomization

Why Sample?

- Goal of sampling is to estimate a value in a population as accurately as possible
- But why not study entire population? Follow me to the white board...
- Weighted Sampling: <https://youtu.be/sonXfzE1hvo?t=76>

Sampling Error

- The difference b/w sample value and true value of population due to chance
- Unavoidable!
- Can estimate size of error ("margin of error") but never know the true value
- But can reduce it!
 - Increase sample size (logistics can be difficult)
 - Reduce your confidence level (downside: your inferences will be less certain)
 - Good sampling design
 - After about 1000, less bang for your buck

Sampling Error

