

QUICK REVIEW: CLAST SKILL II.D.2

Choose the most appropriate procedures for selecting an unbiased sample

Some Guidelines:

- * Population: The entire group of individuals or instances.
- * Sample: A representative subset of a population.
- * Simple random sample: Every possible sample has an equal chance of being selected.

1. A sea-food restaurant needs to estimate the average number of customers in its city. The restaurant decides to conduct a survey. What procedure would be most appropriate for selecting a statistically unbiased sample?
 - a) Survey a random sample of the people who work at a local factory.
 - b) Randomly select geographical regions in the city and then survey a random sample of people within the region.
 - c) Select the largest shopping mall in the city and survey a random sample of its visitors.
 - d) Survey all the students of the largest community college in the city.

2. A blogger wants to find out which topics are popular with students. The blogger decides to conduct a survey of a sample of students. What procedure would be most appropriate for obtaining a statistically unbiased sample of the college's students?
 - a) Survey the first two hundreds students from an alphabetically listing in the student directory.
 - b) Have students voluntarily submit a survey through the internet.
 - c) Survey a random sample of students from the computer lab.
 - d) Survey a random sample of students from a directory of the entire student body.

3. A local long-distance company needs to find out which features are popular with family in its area. The company decides to conduct a survey. What procedure would be most appropriate for selecting a statistically unbiased sample?
 - a) Survey a random sample of families at a largest grocery store in the area.
 - b) Randomly select a subdivision in the area and then survey a random sample of families within the subdivision.
 - c) Have families voluntarily mail in their preferences.
 - d) Survey all families of the largest subdivision in the area.