

Exercise

Sampling Methods:

Probability and Non-Probability Sampling Methods

Mr. David wants to survey about the choice of products to be sold at BIZ Convenience Store in his College. Assume that there are 800 students in his College. He wants to obtain a random sample and he proposes the following methods.

- 1) **Mr. David stands at the entrance of the College and select the first 50 students who walk by before 9.00am.**
 - a) What kind of sample would the Mr. David really get? Explain.
 - b) In what way might this sampling method be biased?

- 2) **Mr. David wants to change his sampling method. Describe how Mr. David could find a sample of 50 students by using a probability sampling method as follows.**
 - a) By using **stratified random sampling**, what strata would you recommend that he choose? Describe how Mr. David could find the sampling unit.
 - b) By using **systematic random sampling**, describe how Mr. David could find the sampling unit.