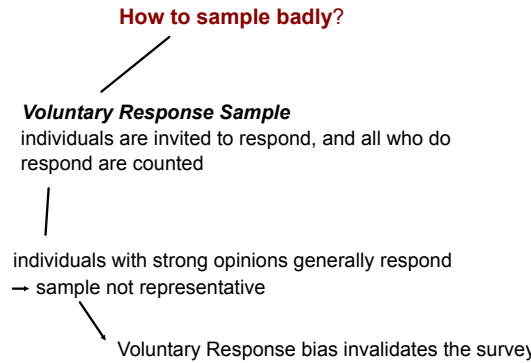


Lesson 20: What can go wrong when conducting our survey?

Q: What did you learn from the vegetable soup example about creating a survey?



How to sample badly?

Get surveys done from individuals who are easily available

Convenience sampling

sample may not be representative

How to sample badly?

Sample from a Bad Sampling Frame:

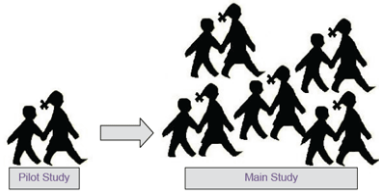
An SRS from an incomplete **sampling frame** introduces bias because the individuals included may differ from the ones not in the frame.

Undercoverage:

- Many of these bad survey designs suffer from undercoverage, in which some portion of the population is not sampled at all or has a smaller representation in the sample than it has in the population.

The best way to protect a survey from unanticipated measurement errors is to perform a pilot survey.

- A **pilot** is a trial run of a survey you eventually plan to give to a larger group.



How to think about biases?

