3.4 Sampling

What Do You Already Know?

Tapping into your existing knowledge

1. What sampling techniques have you used or experienced before?

2. What are reasons that sampling is used?

3. What sampling methods are you aware of?

4. Based on your own experiences and the answers you have given to questions 1 through 3, why could sampling be biased?

5. How might a small sample from a large population actually provide accurate and valuable information about the population?

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