

Common Sampling Problems (which create bias)

1. Voluntary response, e.g.
 - ❑ Internet surveys
 - ❑ Call-in surveys
2. Convenience sampling, e.g.
 - ❑ Sampling friends
 - ❑ Sampling at the mall
3. Dishonesty, e.g.
 - ❑ Asking personal questions
 - ❑ Not enough time to respond honestly



Net Impact

- ❑ The Internet can help in the presentation of information.
- ❑ The Internet can be used to sample respondents from a broad population.
- ❑ Many studies conducted on the Internet use nonprobabilistic sampling techniques, which considerably limit the extent to which results can be projected to the general population.
- ❑ The Internet can be used to help researchers estimate the population standard deviation, which is necessary when determining a sample size.

References

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End of the Presentation That's All, Folks!

Thank you very much for your attention.

Now, it's time for Q & A.

