Sampling Technique and Sampling Error

Understand Your Population

2013 Assessment Leadership Summer Institute
Sampling Strategy

Random Sample

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Sampling Strategy

Stratified sample

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Resources

– Explanation of random sample:
  http://www.youtube.com/watch?v=Q5gB3qX0z-E

– Excel tutorial on random sampling
  http://www.youtube.com/watch?v=Q5gB3qX0z-E

– Explanation of stratified sampling
  http://www.youtube.com/watch?v=sYRUYJYOOpG0

– explanation of cluster random sampling
  http://www.youtube.com/watch?v=QOxYy-I6ogs
• Sample error calculator: [https://www.dssresearch.com/KnowledgeCenter/toolkitcalculators/sampleerrorcalculators.aspx](https://www.dssresearch.com/KnowledgeCenter/toolkitcalculators/sampleerrorcalculators.aspx)
Practical sampling concerns

• Gather reliable student information (e.g., the list of all seniors)
• Avoid selection bias (e.g., those didn’t come to class on the test day, those didn’t respond to the survey)
• Sample as many as possible but make it manageable
• Small sample → can cumulate results across time before reaching conclusion