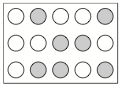
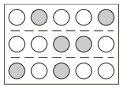
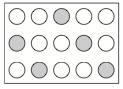
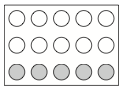
**SAMPLING METHODS**

* In a random sample, every member of the population has an equal chance of being selected. (Random means lacking a definite plan, purpose, or pattern.)
* In a stratified random sample, the population is divided into distinct groups. Members are selected at random from each group. (Stratified means organized into layers or levels.)
* In a systematic sample, a rule is used to select members of the population. (Systematic means done according to a rule or plan.
* In a convenience sample, only members of the population who are easily accessible are selected.
* In a self-selected sample, members of the population select themselves by volunteering.

**Investigation**

Read the following situations. Determine with sampling method you think it being used to gather information. Then look at the boxes and determine which sampling method is used.

1. Your school’s administrators want to know if students are satisfied with the choices of activities for homeroom period. In each grade, every seventh student in alphabetical order is surveyed.
2. Your school’s administrators want to know where students want to go on the class trip at the end of the year. The administrators randomly survey 30, freshmen, 30 sophomores, 30 juniors, and 30 seniors.
3. The owner of an ice cream shop wants to determine whether or not she should keep the store open an hour later. She surveys the first 20 customers that come to the store one day.
4. The manager of an ice cream shop wants to determine what new flavors of ice cream customers like best. They place a sign in front of the shop that says, “if you want to participate in our survey, stop here for a taste test.”
5. An airline wants to gather information on passenger satisfaction during a flight. A computer randomly selects 30 passengers to complete a survey.

4.

3.

2.

1.