

REVIEW QUESTIONS

1. Do you think that this is a good question to ask in a sample survey? Explain your answer.

A freeze in nuclear weapons should be favored because it would begin a much-needed process to stop everyone in the world from building nuclear weapons now and reduce the possibility of nuclear war in the future. Do you agree or disagree?
2. You want to study the attitudes of college faculty members toward undergraduate teaching. These attitudes appear to be different depending on the type of college. The American Association of University Professors classifies colleges as follows:

Class I: Offer doctorate degrees and award at least 15 per year.

Class IIA: Award degrees above the bachelor's but are not in Class I.

Class IIB: Award no degrees beyond the bachelor's.

Class III: Two-year colleges.

Suggest a sampling design for collecting a sample of faculty from colleges in your state, with total sample size about 200.

3. A large university wants to conduct a focus group on campus satisfaction. Below are descriptions of sampling plans the university might use for selecting a sample. Identify the type of sampling design.
 - a. The university randomly selects five dorms, then randomly selects 10 rooms from each dorm, and then randomly selects a student living in each room.
 - b. The university gets a complete list of all full-time students enrolled at the university along with their class (freshman, sophomore, junior, senior). A random sample of 20 names is selected from each class.
 - c. Ten resident assistants were recruited and asked to find 10 students from their residence halls to participate in the focus groups.
 - d. A poster was hung in the Student Union inviting students to participate (with the promise of free food!).

4. Advice columnist Ann Landers received a letter from a young couple who were thinking about whether or not to have children. The letter stated their main concern was that many of their friends appeared to resent having had children and they wanted Landers' advice. Landers put the question to her readers: "If you had to do it over again, would you have children?" She reported the results of her survey in the June 1976 issue of *Good Housekeeping* magazine: 70% of the respondents replied "No."

In a sidebar, *Good Housekeeping* responded: "All of us at Good Housekeeping know that no mother will be able to read Ann Landers' report without passionately agreeing or disagreeing. We would like to know what your reaction is." Then they asked their readers to respond to Landers' question. In the October 1976 issue, *Good Housekeeping* reported that 95% of the respondents said "Yes."

Two newspapers, The *Kansas City Star* and *Newsday*, conducted their own polls. The *Kansas City Star* randomly selected a sample from the Kansas City area. *Newsday* conducted a national poll using random selection techniques. The percent of "Yes" responses was 94% to the *Kansas City Star* poll and 91% to the *Newsday* poll.

Explain why there could be so much discrepancy in the results from the four surveys. Which poll would you most trust to give an accurate estimate of the percent of United States parents who would respond "Yes"? Support your answer.