

THE VIDEO

Take out a piece of paper and be ready to write down answers to these questions as you watch the video.

1. Why was the *Literary Digest* poll so far wrong in predicting the outcome of the 1936 presidential election?
2. Why would a simple random sample of counties in a state give results that might not represent the entire state?
3. In sampling, what are strata?
4. You are an interviewer for an opinion poll. How should you react to answers that seem anti-social or immoral?