

Chapter 10:

9. Survey students What problems do you see with asking the following question of students? “Are you the first member of your family to seek higher education?”

11. Student samples A university administration is considering a variety of ways to sample students for a survey. For each of these proposed survey designs, identify the problem.

- a) Publish an advertisement inviting students to visit a website and answer questions.
- b) Set up a table in the student union and ask students to stop and answer a survey.

17. Medical treatments Consumers Union asked all subscribers whether they had used alternative medical treatments and, if so, whether they had benefited from them. For almost all of the treatments, approximately 20% of those responding reported cures or substantial improvement in their condition. Answer the following:

- a) The population
- b) The population parameter of interest—what is being measured?
- c) (Not applicable to us)
- d) The sample
- e) The sampling method, including whether or not randomization was employed
- f) Who (if anyone) was left out of the study.
- g) Any potential sources of bias you can detect and any problems you see in generalizing to the population of interest.

34. Survey questions Examine each of the following questions for possible bias. If you think the question is biased, indicate how and propose a better question.

- a) Should companies that pollute the environment be compelled to pay the costs of cleanup?
- b) Given that 18-year-olds are old enough to vote and to serve in the military, is it fair to set the drinking age at 21?