

Census or Sample?

Here are three important definitions

POPULATION

The entire group of people, animals or things about which we want information.

SAMPLE

A part of the population from which we actually collect information which is used to draw conclusions about the whole population.

CENSUS

This is when every member of the population has data collected from them

Most of the information we are given in number form is taken from samples not from the whole population.

Example

Look at this advertisement – It says "Proven to reduce Cholesterol", but only 153 people were in the sample it was tested on.

Discuss the size and makeup of samples and Try to find other examples of adverts and newspaper Headlines.

See The Proof

Research Backs Benecol

It Worked For Me

It's reassuring to know that plant stanol ester has been the subject of over 20 published scientific studies in leading medical journals. The studies confirm the cholesterol-lowering effect of plant stanol ester.

One of the most widely renowned published studies is the North Karelia Project' which took place in North Karelia Project' which took place i

Think about each of the following examples. Which of them would you study by sampling and why? How big should your samples be?

- a) Length of battery life.
- b) Accurate count of the number of people in the world
- c) Safety cords on parachutes
- d) The top ten pop songs this week
- e) Reasons for absence from school when the English football team is playing in the World Cup
- f) Safety crash tests on cars?

What might be wrong in using the following samples to describe the British people as a whole?

- a) Teenagers
- b) People whose names begin with P
- c) People using Manchester Airport
- d) People in restaurants
- e) Every tenth person in the telephone directory.