**Chapter 4.2: Key Words You Must Know.** (p. 163)

- Sampling Frame
- Sampling Design
- Simple Random Sampling — (SRS) *(p. 164)*
  "Random Sample." — Term is a bit ambiguous.
- Random Number Table *(p. 165)*
- Using Random Numbers to Select a SRS *(p. 166)*
- Personal Interviews *(p. 167)*
- Telephone "
- Self-Administered Questionaire,
- Random Digit Dialing *(p. 168)*
- Margin of ERROR (ME)

\[
\text{Active Stats Vocab.} \\
\text{approx } ME \approx \frac{1}{\sqrt{n}} \times 100\% 
\]

- Bias *(p. 169)*
- Undercoverage
- Sampling bias
- Nonresponse bias
- Missing data
- Response bias.
convenience sample.

volunteer sample.

Read ALL Examples carefully (for content) before — this is my suggestion — BEFORE — you try the CourseCompass Homework.