

The First Measured Century

Lesson Plan 4 Handout

The History and Use of Sampling Methods

Instructions:

You are going to watch a video about the history of sampling and different types of sampling techniques. You will want to take notes during the video so you can answer these questions afterwards.

1. What is a population?

2. What is a sample?

3. What population were the Literary Digest and Gallup trying to sample?

4. Why were they trying to sample this population?

5. How did the Literary Digest get its sample? How big was their sample?

6. How did Gallup get his sample? How big was his sample?

7. What did Gallup bet on? Who did he bet with?

8. What happened in the election of 1936?

9. Why had the Digest's samples not failed before 1936?

10. Why doesn't Gallup's sampling procedure get the right answer in 1948?

11. What kind of sample is usually considered appropriate today? Why?
