**Chapter 1: Basic Ideas**

**Section 1.1**

**Exercises 1 – 6 are the Check Your Understanding exercises for this section. Answers to these exercises are on page 12.**

**Understanding the Concepts**

**7.** population

**8.** sample

**9.** simple random sample

**10.** sample of convenience

**11.** cluster

**12.** stratiﬁed

**13.** False. In some cases it is difficult or impossible to draw a sample in a truly random way. In these cases, the best one can do is to sample items by some convenient method. A sample of convenience is one way.

**14.** False. In a stratified sample, the population is divided into groups, and a random sample from each group is drawn.

**15.** True

**16.** True

**Practicing the Skills**

**17.** Statistic

**18.** Parameter

**19.** Parameter

**20.** Statistic

**21.** Answers will vary.

**22.** Answers will vary. Stratiﬁed sample

**23.** Answers will vary. Cluster sample

**24.** Answers will vary. Systematic sample

**25.** Stratiﬁed sample

**26.** Sample of convenience

**27.** Cluster sample

**28.** Systematic sample

**29.** Voluntary response sample

**30.** Cluster sample

**31.** Sample of convenience

**32.** Simple random sample

**33.** Stratiﬁed sample

**34.** Cluster sample

**35.** Simple random sample

**36.** Stratiﬁed sample

**37.** Systematic sample

**38.** Voluntary response sample

**Working with the Concepts**

**39.** It will be necessary to draw a sample of convenience. There is no list of all headache sufferers from which to draw a simple random sample.

**40.** It is feasible to draw a simple random sample of students from a list of all students enrolled.

**41.** Answers will vary. A simple random sample could be drawn from a list of all registered voters in the town.

**42.** Answers will vary. A systematic sample could be used in which every tenth item was sampled.

**43.** Answers will vary. A stratiﬁed sample, consisting of simple random samples of 100 men and 100 women, could be drawn.

**44.** Answers will vary. A simple random sample of tax forms could be drawn.

**Extending the Concepts**

**45.** Answers will vary.

**46.** Let’s say we will sample every *k*th item. This determines *k* − 1 clusters; the ﬁrst cluster consists of items 1, *k* + 1, 2*k* + 1, …; the second cluster consists of items 2, *k* + 2, 2*k* + 2, …; and so on. Choosing a systematic sample is like choosing one of these clusters at random.

**Section 1.2**

**Exercises 1 – 4 are the Check Your Understanding exercises for this section. Answers to these exercises are on page 18.**

**Understanding the Concepts**

**5.** variables

**6.** qualitative

**7.** Quantitative

**8.** nominal; ordinal

**9.** discrete

**10.** Continuous

**11.** False. Quantitative variables describe how much or how many of something there is.

**12.** True

**13.** True

**14.** True

**Practicing the Skills**

**15.** Qualitative

**16.** Quantitative

**17.** Quantitative

**18.** Qualitative

**19.** Quantitative

**20.** Quantitative

**21.** Qualitative

**22.** Qualitative

**23.** Qualitative

**24.** Quantitative

**25.** Ordinal

**26.** Nominal

**27.** Ordinal

**28.** Ordinal

**29.** Nominal

**30.** Nominal

**31.** Nominal

**32.** Ordinal

**33.** Continuous

**34.** Continuous

**35.** Discrete

**36.** Discrete

**37.** Continuous

**38.** Discrete

**39.** Discrete

**40.** Continuous

**Working with the Concepts**

**41.** Ordinal

**42.** Discrete

**43.** Ordinal

**44.** Quantitative

**45.** Nominal

**46.** Ordinal

**47. (A)** Game Title, Publisher

**(B)** Percentage of Gaming Audience, Average Minutes Played per Week

**(C)** Publisher

**(D)** Game Title

**48. (A)** Movie Title, Creative Type, MPAA rating

**(B)** Year, Ticket Sales, Tickets Sold

**(C)** Movie Title, Creative Type

**(D)** MPAA Rating

**Extending the Concepts**

**49. (A)** Ordinal

**(B)** Yes, it reﬂects a more favorable opinion   
 of the construction of a new shopping   
 mall.

**(C)** No, we cannot say that Jason’s opinion is twice as favorable.

**(D)** Quantitative

**(E)** Yes, Brenda’s answer reﬂects the ownership of more cars, and speciﬁcally,   
the ownership of twice as many cars.

**(F)** Nominal

**(G)** No, Brenda’s answer reﬂects neither more of something nor twice as much of something.

**Section 1.3**

**Exercises 1 – 4 are the Check Your Understanding exercises for this section. Answers to these exercises are on page 26.**

**Understanding the Concepts**

**5.** randomized

**6.** double-blind

**7.** observational

**8.** confounder

**9.** prospective

**10.** cohort

**11.** True

**12.** False. A confounder makes it harder to draw conclusions from a study.

**13.** False. In a randomized experiment, subjects are assigned to treatment groups at random.

**14.** False. Randomized experiments are generally more reliable than observational studies.

**15.** True

**16.** True

**Practicing the Skills**

**17. (A)** Randomized experiment

**(B)** Yes, because the assignment to   
treatments is made at random, there is no systematic difference between the   
groups other than the drug taken that can   
explain the difference in pain relief.

**18. (A)** Observational study

**(B)** No, because this is an observational   
study, the results may be due to   
confounding. For example, those in the   
low-exercise group may be older and   
have higher blood pressure as a result of   
age.

**19. (A)** Randomized experiment

**(B)** Yes, because the assignment to   
treatments is made at random, there is no systematic difference between the   
groups other than the amount of exercise   
that can explain the difference in blood   
pressure.

**20. (A)** The four types of fertilizer

**(B )** Randomized experiment

**(C)** Yes, because the assignment to treatment is made at random.

**Working with the Concepts**

**21.** An observational study will be necessary, because one can’t assign people to live in areas with high pollution levels.

**22.** A randomized experiment is possible, with cold sufferers being assigned randomly to the old or new drug.

**23.** The result may be due to confounding. Areas with denser populations may have both more crime and more taxicabs.

**24.** The result could be due to confounding. For example, more older people may live in larger houses than younger people, and also have less chance of recovering from a heart attack.

**25. (A)** False

**(B)** True

**26.** Children with larger vocabularies tend to be older, and thus taller.

**27. (A)** Heart rate

**(B)** Maternal smoking

**(C)** Cohort

**(D)** Prospective

**(E)** Yes. The level of prenatal care may   
 differ between smoking and nonsmoking   
 mothers.

**28. (A)** Whether respiratory problems were   
 experienced

**(B)** The level of formaldehyde in the   
 classroom

**(C)** A cohort study

**(D)** Cross-sectional

**(E)** It is unlikely. For confounding to be an   
 issue, children with more sensitive   
 respiratory systems would have to have   
 been more likely to be assigned to   
 classrooms with higher exposure.

**Extending the Concepts**

**29. (A)** Yes, because the subjects were randomly   
 assigned to treatment.

**(B)** If a doctor knew whether a child had   
 received the vaccine, it might inﬂuence   
 the diagnosis.

**(C)** It could be due to confounding. The   
 children who received the placebo were   
 more likely to be middle- or upper-  
 income than those who did not   
 participate, and this may be the reason   
 that the rate of polio was higher.

**30. (A)** No

**(B)** No

**(C)** The treatment group consisted of children who had consent to participate;   
middle- and upper-income children were overrepresented in this group. Therefore,   
the children in the treatment group   
tended to be more susceptible to polio   
than those in the control group.

**Section 1.4**

**Exercises 1 and 2 are the Check Your Understanding exercises for this section. Answers to these exercises are on page 29.**

**Understanding the Concepts**

**3.** Voluntary response surveys

**4.** nonresponders

**5.** population

**6.** False. The way that a question is worded in a survey may have a large effect on the responses.

**7.** True

**8.** False. A large sample size does not make up for bias in questioning.

**Practicing the Skills**

**9.** Nonresponse bias

**10.** Voluntary response bias

**11.** Self-interest bias

**12.** Self-interest bias

**13.** Voluntary response bias

**14.** Social acceptability bias

**15.** Nonresponse bias

**16.** Social acceptability bias

**Working with the Concepts**

**17. (A)** No

**(B)** No. Both questions are leading. The ﬁrst   
 question leads to a‘‘yes’’ response,   
 and the second leads to a ‘‘no’’   
 response.

**18.** Yes. People may be less likely to answer the phone when they don’t recognize the number that is calling them.

**19.** Yes. People who do not have landline phones may tend to have different opinions on some issues than people who do have landline phones.

**20.** Yes, people may be more likely to pick the ﬁrst choice.

**Extending the Concepts**

**21. (A)** The poll oversampled higher-income   
 people.

**(B)** The response rate was low — only   
 23%. This results in nonresponse bias.

**(C)** A sample that is not drawn by a valid method can produce misleading results,even when it is large.

**CHAPTER 1 Quiz**

**1.** Answers will vary.

**2.** Qualitative

**3.** True

**4.** Continuous

**5.** False. Ideally a sample should represent the population as much as possible.

**6.** Stratiﬁed sample

**7.** acceptable

**8.** Sample of convenience

**9.** True

**10.** Observational study

**11.** Randomized experiment

**12.** differences in treatment

**13.** Seniors may be more likely to have better preparation for the class than sophomores.

**14.** True

**15.** Not reliable. This is a voluntary response survey, so the people who respond tend to hold stronger opinions than others.

**CHAPTER 1 Review Exercises**

**1.** Quantitative

**2.** Nominal

**3.** Continuous

**4. (A)** True

**(B)** True

**(C)** False

**5.** Stratiﬁed sample

**6.** Voluntary response sample

**7.** Cluster sample

**8.** Simple random sample

**9. (A)** Observational study

**(B)** Yes. People who live in areas with   
ﬂuoridated water may have different   
dental habits than those who live in areas without ﬂuoridated water.

**10. (A)** Randomized experiment

**(B)** Because this is a randomized experiment, the results are unlikely to be due to confounding.

**11. (A)** Observational study

**(B)** Yes. People who talk on cell phones while driving may be more careless in general than those who do not.

**12. (A)** Randomized experiment

**(B)** Because this is a randomized experiment, the results are unlikely to be due to confounding.

**13.** The sample is a voluntary response sample.

**14.** Nonresponse bias; living people are not included. People who are still alive are not included in the sample.

**15.** There is a considerable level of nonresponse   
 bias.

**Write About It**

**1.** In both cluster sampling and stratiﬁed sampling, the population is divided into groups. In stratiﬁed sampling, a simple random sample is chosen from each group. In cluster sampling, a random sample of groups is chosen, and every member of the chosen groups is sampled.

**2.** A potential problem with samples of convenience is that they may differ systematically in some way from the population. For this reason, samples of convenience should not be used, except in situations where it is not feasible to draw a random sample. When it is necessary to draw a sample of convenience, it is important to think carefully about all the ways in which the sample might differ systematically from the population. If it is reasonable to believe that no important systematic difference exists, then it may be acceptable to use a sample of convenience.

**3.** Answer will vary.

**4.** Answers will vary.

**5.** Some qualitative variables may be numeric when the number represents a label. Examples include numbers on a football jersey or on a racecar.

**6.** A randomized experiment is a study in which the investigator assigns the treatments to the experimental units at random. An observational studyis one in which the assignment to treatment groups is not made by the investigator. The main advantage to conducting a randomized experiment is that if there are large differences in outcomes among the treatment groups, we may conclude that the differences are due to the treatments.

**7.** The main advantage to conducting a double-blind study is that it is an impartial experiment which eliminates the potential for bias from the investigator or the subject. There are various limitations. A double-blind experiment requires a third party to be involved in the experiment. Also, there may be factors that may influence the outcome that are not known when the experiment is double-blinded.

**8.** Answers will vary.

**9. (A)** This is an example of leading question bias. It highly encourages a “yes” response because of the phrase “or continue their wasteful spending.” A more appropriate question would be “What is your opinion of Americans saving more money? Choices: Strongly disagree, Somewhat disagree, Neither agree nor disagree, Somewhat agree, Strongly agree.’’

**(B)** This is an example of leading question bias. It highly encourages a “yes” response because of the word “reputable.” A more appropriate question would be “What is your opinion of the current level of funding for charities?”

**CHAPTER 1 Case Study**

**1.** 450

**2.** 41

**3. **9.1%

**4.** 43

**5.** 2

**6. **4.7%

**7.** Yes, 9.1% is considerably larger than 4.7%.

**8.** The high-exposure people and the school-return people are the same people.

**9.** The low-exposure people and the mail-return people are the same people.

**10.** People who respond by mail will be responding during a period of lower PM.

**11.** People with symptoms may tend to respond earlier; therefore, people with symptoms are more likely to be school-return people.

**12.** There would be no tendency for people with symptoms to respond earlier.