

Simulations Terms

simulation the imitation of chance behavior, based on a model that accurately reflects the experiment under consideration

stopping rule "continue selecting until ..."

How to Write Simulation Description

1. Select ___ digit numbers to represent ___.
2. Let ___ - ___ represent ___ and let ___ - ___ represent ___.
3. Select ___ or Continue selecting ___ until ___.
4. Record ___.
5. Trial One : ___ ; Trial Two : ___ ; Trial Three : ___

Simulation Example

Alex needs a blood transfusion. She needs to find someone with B+ blood or she will die. 9% of all people have B+ blood. How many people on average would you need to check the blood type of until you find someone who can save Alex's life?

1. Select 2-digit numbers to represent people
2. Let 00-08 represent people with B+ blood and 09-99 represent people without B+ blood
3. Continue selecting people until you find someone with B+ blood
4. Record how many people you select before you find someone with B+ blood
5. Trial One:6 ; Trial Two:16 ; Trial Three:15

Sampling Design Example

a college professor wants to survey a sample of students taking her large lecture course. There are about 150 students in the course, and 10 of those students are graduate students. She wants to take a systematic random sample of approximately 30 students. Which strategy will accomplish her intended design?

randomly select one of the first 5 students to arrive to class, and every 5th student thereafter to take the survey.

Biases

bias a systematic error in measuring the estimate that would repeatedly cause the data to be wrong

voluntary response bias people select themselves to participate in the study

nonresponse bias individuals who are randomly chosen for the sample cant be contacted or refuse to cooperate

convenience sampling asking people who are easy to ask; convenient but not random

under coverage bias some groups are left out of the selection process

response bias the behavior of the respondent or interviewers causes you to get incorrect answers

wording bias when wording of the question influences the answers that are given

Bias Examples

voluntary bias online polls, facebook questionnaires

nonresponse bias mailed polls, new apps on phone

convenience bias friendly looking people, all people at the park

under coverage bias only your neighborhood, phone books

response bias cosplayer asking if people think cosplay is weird

wording using strong vocabulary



By kayheartsuu (kayheartsuu)

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Sampling Design Terms

population	the entire group of individuals we want information about
census	a complete count of the population; when you gather general information about the entire population
sample	a part of the population we actually examine in order to gather information
sampling design	the method used to choose the sample from the population
sampling frame	a list of every individual in the population
simple random sample	every individual has an equal chance of being chosen
stratified random sample	population is divided into strata and then simple random sample is used on each stratum
systematic random sample	randomly select a number between one and n and survey every nth person after that
cluster random sample	randomly pick a location and sample all from that location
multistage sample	a combination of different sampling techniques

How to Describe Sampling Design

simple random sample	put the names/numbers of all ___ on slips of paper and place in a hat. Mix and randomly draw ___ slips of paper without replacement. Survey the corresponding people.
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How to Describe Sampling Design (cont)

systematic random sample	number all ___ and place ___ numbers in a hat. Mix and randomly select one number and survey the corresponding person. Survey every nth person on the list after that.
cluster random design	number all clusters and put the numbers into a hat Mix and randomly select a number from the hat. Survey everyone in that cluster.
stratified random sample	sort everyone into strata then number ___ in all the stratum. place the numbers in a hat and draw ___ numbers. survey the corresponding people in that specific stratum. repeat the process for all strata

Experimental Design Types

completely randomized design	experimental units are assigned completely at random to treatments
randomized block design	experimental units are blocked in homogeneous groups and then randomly assigned to treatments
matched pairs design	a special type of block design; match up experimental unit according to similar characteristics and randomly assign one to treatment A and the other get treatment B automatically



By [kayheartsuu \(kayheartsuu\)](#)

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Experimental Design Terms

observational study	observe outcomes without imposing any treatment
experiment	actively impose a randomly assigned treatment in order to observe the response
experimental unit	the single individual to which the different treatments are randomly assigned
factor / explanatory variable	what we test or what we change
level	a specific value or type for the factor
response variable	what you measure or record at the end of the experiment
treatment	a specific experimental condition applied to the units
control group	a group that is used to compare the factor against; can be placebo
placebo	a "dummy" treatment that can have no physical effect; not required in every experiment
blinding	method used so that units or evaluators do not know which treatment units are getting
double blinding	neither the units nor the evaluators know which treatment a subject received
confounding variable	a third variable that potentially affects both the factor and the response variable

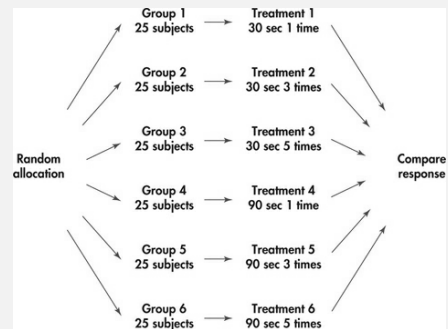
Three Principles of Experimental Design

control the effects of extraneous variables on the response

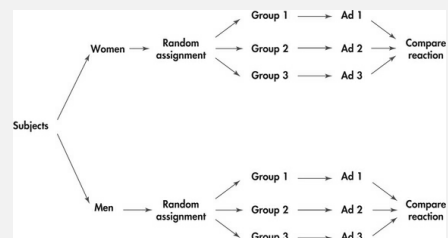
randomization used to assign subjects to treatments

replication of the experiment on many subjects to quantify the natural variation in the experiment

Completely Randomized Design



Randomized Block Design



Experiment Example

A consumer group wants to test cake pans to see which works the best. It will test aluminum, glass, and plastic pans in both gas and electric ovens

experimental unit: cake batter

factors: material of pan & type of oven

levels: aluminum, glass, or plastic & gas or electric

response variable: evenness of cake

amount of treatments: six



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