

11.1 Factors affecting data collection

Survey: is used to collect opinions and/or information

Several influencing factors affect how data are collected or how responses are obtained:

- BIAS: does the question show a preference?
- Use of language:
 - ethics
 - cost
 - time: timing
 - privacy
 - cultural sensitivity

Probability: - the likelihood or chance of an event occurring
- can be expressed as a ratio, fraction or %.

Theoretical
Probability

- the expected probability of an event occurring

- ratio of the # of expected favorable outcomes to the total # of possible outcomes for an event.

Experimental
Probability

- the probability of an event occurring based on experimental results

Collecting Data:

- When collecting data, you need a sample from a population

population: all of the individuals in the group being studied

sample: any group of individuals selected from the population.

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