



Worksheet 2: Choosing samples

1 For the following research scenario, use a highlighter or underline and label the:

- Target population
- Features of the sample
- Sampling technique

To use the Acrobat mark up tools and complete this activity on screen, open the 'Comment' toolbar and use the tools at the top of the screen to highlight and annotate the scenario.

Temi is investigating cross-cultural differences in personal space preference. She is going to conduct an experiment to compare the preferences of people from South American countries with people from European countries. Temi has advertised her study using an advertisement in national newspapers. Twenty men and twenty women from Argentina and the same number from France who are aged between 18-25 years old will take part.

2 For the following research scenario, explain how each of the listed sampling techniques could be applied:

A study at a school comparing the memory ability of biology students and history students.

Sampling technique	How to apply
Opportunity	
Random	
Volunteer	