

target pop	25/25
samp frame	25/25
using frame	23/25
nonresponse	22/25
total	95/100

I.4

Group B

February 16, 2010

Target Population: The target population is CMU Undergraduate students who are on the Meal Plan.

Sampling plan: The sampled population will be a subset of the target population.

- **Sampling Frame:** The sampling frame is CMU undergraduates who are registered at the HUB as a full-time student and bought the Meal Plan this semester. We will try to get these students' email addresses from the HUB and randomly sample from this frame. An alternative if we are unable to get email addresses from the HUB due to privacy reasons, and then we will use the C-Book which lists all students' emails.
- **Representative sample(1):** To ensure that we have a representative sample, we will contact housing and dining services to get a percentage of undergraduates who is currently on the Meal Plan. With this percentage and taking into account non-response rate, we will calculate the sample size that will give us good results to make inferences about CMU undergraduates. After the sample size is determined, we will randomly generate a list of emails from the C-Book. The first question of the survey will be "Are you on the meal plan? If yes, please continue. If no, thank you for your time."
note that this will reduce your effective response rate (that's ok, you just need to plan for it)
if you can get a list of meal plan participants from the hub or something, your resp rate will be higher
- **Representative sample(2):** Another way for mode of data collection is Facebook. Once we create a group in Facebook, we will invite CMU students on the Meal Plan and display the link to the Googledoc. To ensure that the same person does not give responses via both Facebook and Googledocs, we will ensure that we do not invite the same person twice to both Facebook and Googledocs through comparing names and emails.
facebook is a good way to contact people you have already sampled from your frame. it is not a good way to "sample" (i.e. do not use generic general invitations on facebook --- why do you say this?)
- **Non-response:** In our mode of data collection, we choose Googledoc via email. Once the students receive the emails, they can go to the link and respond. We will allow approximate 5-7 days for responses to come in. After 5-7 days, we will send an email out to those who still have not responded to remind them of such a survey and encourage their participation in this survey with a note letting them know that their response can be helpful for improving the campus dining system. Through the reminders, our response rate may be improved.
great
- **Non representative:** If our sample is not representative of the target population, then we will take another random sample and increase the sample size. A bigger sample size will ensure that we will have a better representation of the true population of CMU undergraduates.
this is fine. another strategy to consider in addition to this is weighting the sample