

36-303: Sampling, Surveys and Society

Clustered Sampling
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16 March 2010

1

Handouts

- These Notes
- NY Times on response rates
- Clustered Sampling
- Group Evaluations (online later today)

16 March 2010

2

Outline

- Announcements
- Clustered Sampling (from the handout)
- Timeline

16 March 2010

3

Announcements

- **Reading:**
 - Read about clustering in Groves sections 4.4 and 4.7
 - If you have access to Lohr, look at Chapter 5.
 - For Thursday: Topics from Groves Ch's 6 (Nonresponse) and 10 (Post-survey processing)
- **Special Lecturers:**
 - March 25: Robert M. Groves
 - March 30: Stephen E. Fienberg
 - April 20: Robert Kraut and Moira Burke
 - There may be some other special lectures or activities as well
- **Homework:**
 - I will have a new hw assignment for you on Thursday
 - Group evaluations (online later today). Each of you will evaluate the other members of your group, as part of your grade (and their grade) in the class.

16 March 2010

4

Robert M. Groves – March 25

- Director of US Census, Lead author of text.
- **Noon-1pm: Major Campus Presentation at University Center for entire CMU community** (McConomy Auditorium)
- 1-2pm: Reception and informal lunch for students
- 2-3pm: Set aside for TV, radio, newspapers
- **3-3:30pm: In our class, taking questions, until he leaves for airport**

16 March 2010

5

Stephen E. Fienberg – March 30

- Maurice Falk University Professor of Statistics and Social Science
 - Confidentiality and Data Disclosure
 - Sample Surveys and Randomized Experiments
 - Adjusting the Census for Undercount

16 March 2010

6

Robert Kraut & Moira Burke – April 20

- **Kraut:** Herbert A. Simon Professor of Human-Computer Interaction
- **Burke:** PhD student in Human-Computer Interaction
 - Which communications events improve Facebook users' "social capital" [the network of people you rely on to improve your own productivity]?
 - Opportunity sample vs. stratified random sample of Facebook members.

16 March 2010

7

Clustered Sampling

- Most probability samples in surveying are based on one (or more) of three ideas:
 - SRS without replacement
 - Stratified sampling (break population into groups, do an SRS in each group)
 - Clustered sampling (break population into groups, take an SRS of the groups)
- We will look at the handout on clustered sampling today (and perhaps Thursday).
- (We'll also look at post-stratification Thurs.)

16 March 2010

8

Timeline

- Most of you have fully approved Group Assignments II.6 (final project proposal and IRB application). **Time to do the surveys!**
- One group needs to resubmit part of II.5b. I will quickly grade that so that they can also get started.
- **Timeline:**
 - Meeting of Minds poster submission (optional): April 1
 - III.7. Progress Report on Data Collection & Analysis: 20-min Powerpoint presentation in class, April 1, 6 and 8, by random lot
 - III.8. Rough Draft of Final Report (Due Apr 8): A single pdf or doc file emailed to me.
 - Final Exam Tues April 13 in class
 - III.9. Final Presentations and Report
 - 20-min Powerpoint presentation in class, April 22, 27 and 29, by random lot
 - Due Fri Apr 30: A single pdf or doc file emailed to me.

16 March 2010

9