

Hypothesis – A prediction for the outcome of an investigation.

Census	Sample
getting information from all members of a population	collects information from part of the population
quicker, easier and cheaper	takes all views into account and is more accurate

Sampling Methods:

Random	All have equal chance of getting picked. Assign each a number and use a random number machine to pick the people within the sample.
Systematic	A regular pattern is used, for example every 50 th person. Randomly choose a starting point between 1 and 50. Then every 50 th person from there is selected. Easy to do but not good if there is a pattern in the data.
Cluster	The population is divided into clusters. Some of the clusters are chosen randomly and all members of them are used. Can be quicker, cheaper and easier but the clusters need to be representative of the population.
Stratified	Sample is in proportion to a characteristic of the population. Then a random sample of each strata is taken.
Quota	The population is divided into groups and a quota from each group is decided.

Control Group – a group used to compare the results of study participants with

Pilot Study – a pre study to check that the questions are understood and to see if any changes need to be made.

Population – everything or everyone being investigated.

Primary Data – data collected by the person doing the investigation

Secondary Data – data collected for another purpose but used in the investigation

Quantitative Data – numerical data

Qualitative Data – non numerical data

Discrete – can only take certain values (shoe size)

Continuous – can take any value within a range (height)

Questionnaire	Face to Face Interview
Anonymous may lead to more honest answers	Questions can be explained
Cheaper and quicker	Follow up questions could lead to more detail