

4 Gathering Data

4.1 Should We Experiment or Should We Merely Observe?

Example: Does cell-phone use cause brain cancer?

- (a) Conduct an **observational study** (i.e., take a survey) among humans.
 - What are the drawbacks to this observational study?
- (b) Conduct an **experiment** with humans.
 - What are the drawbacks to this experiment?
- (c) Conduct an **experiment** with mice.
 - What are the drawbacks to this experiment?

A Survey and a Census

Example: Suppose we are interested in the population proportion of American adults who support

the President's foreign policy in Afghanistan?

Ideally, take a _____.

What would be the *disadvantages*?

What would be the *advantages*?

Instead, take a _____.

Definition: “A **sample survey** selects a sample of people from a population and interviews them to collect data.”

What would be the *advantages*?

What would be the *disadvantages*?

4.2 What are Good Ways and Poor Ways to Sample?

Definition: “A **simple random sample** of n subjects from a population is one in which each possible sample of that size has the same chance of being selected.”

Data collection may consist of **personal interview**, **telephone interview** (perhaps via random digit dialing), or **self-administered questionnaire**.

The **margin of error** measures the precision of an estimator.

For the estimator \hat{p} (i.e., the sample proportion), the margin of error is *roughly*

$$\frac{1}{\sqrt{n}} \times 100\%.$$

Example: Suppose that in a simple random sample of 250 adults, the Republican is leading the Democrat by a vote of 135 to 115. Is it reasonable to conclude that the Republican really is winning?

□

Example: Suppose that in a simple random sample of 1000 adults, the Republican is leading the Democrat by a vote of 540 to 460. Is it reasonable to conclude that the Republican really is winning?

□

Definition: “The **sampling frame** is the list of subjects in the population from which the sample is taken.”

Example: Sample only American senior citizens when estimating how American adults feel on Social Security issues.

What are the *population* and *sampling frame*?

Would the results of this poll be valid?

□

Types of Bias in Sample Surveys

(1) “**Sampling bias** occurs from using nonrandom samples or having undercoverage.”

(2) “**Nonresponse bias** occurs when some sampled subjects cannot be reached or refuse to participate or fail to answer some questions.”

(3) “**Response bias** occurs when the subject

gives an incorrect response (perhaps lying), or the question wording or the way the interviewer asks the questions is confusing or misleading.”

Example: In 2000 for a JMU student research project, the researchers asked questions similar to the following.

“Do you smoke marijuana?”

“Do you think JMU students smoke marijuana?”

□

Example: The *Literary Digest* Poll (*Know this example in detail, although you need not memorize the numbers.*)

Franklin Roosevelt vs. Alfred Landon, Election of 1936.

Since 1916, the *Literary Digest* correctly picked the Presidents.

Digest mailed questionnaires to 10 million people, whose

names were from country club membership lists, phone books, and automobile registrations.

George Gallup, polling 50,000 people, predicted *Digest's* results in advance.

3rd party candidates were excluded in the numbers below.

	Roosevelt's percentage
The election result	62
<i>Digest's</i> prediction	43
Gallup's prediction of <i>Digest</i>	44
Gallup's prediction of election	56

□

Example: Thomas Dewey vs. Harry Truman, Election of 1948. (*Know this example in detail, although you need not memorize the numbers.*)

candidates	Crossley	Gallup	Roper	results
Harry Truman	45	44	38	50
Thomas Dewey	50	50	53	45
Strom Thurmond	2	2	5	3
George Wallace	3	4	4	2

A Gallup Poll interviewer in St. Louis was required to interview 13 subjects of whom

- 6 live in suburbs, 7 in central city
- 7 men, 6 women
- AND additional criteria based on age, race, monthly rent.

□

Do we trust the results of **volunteer samples**, such as internet polls? Why or why not?

4.3 What are Good Ways and Poor Ways to Experiment?

Definition: In an experiment, the subjects may be called **experimental units**.

The three principles of experimental design are

- (1) control
- (2) randomization
- (3) replication

Ideally, a **double-blinded** experiment is best.

When is a double-blinded experiment not possible (or not ethical)?

Example: Salk Vaccine Field Trial

(Know this example in detail, although you need not memorize the numbers.)

In 1916 polio epidemic in United States.

In 1950s Jonas Salk had a promising “vaccine,” which worked well in laboratory (i.e., the vaccine seemed safe and produced antibodies against polio).

What now? Test whether or not vaccine works.

(a) (hypothetical) Test vaccine on a small sample of children (e.g., 10 children).

If successful on them, mass distribute the vaccine.

(b) (hypothetical) Offer vaccine to a large number of children.

Typically, not everyone will accept the vaccine.

We have two groups: **treatment** (those who accepted the vaccine) and **control** (those who declined the vaccine).

What is the **explanatory variable**?

What is the **response variable**?

Would this study be considered a valid experiment?

(c) (real data) The National Foundation for Infantile Paralysis (NFIP) proposed vaccinating all grade 2 children (if consent was given), and leaving grades 1 and 3 for control.

Would this study be considered a valid experiment?

(d) (real data) Randomized control.

Offer many children the ability to participate in the experiment, but do not tell them if they are given treatment or placebo.

Also, do not tell doctors or nurses.

Statistics tell us that with large enough samples, **randomized,**
controlled experiments determine whether or not
a **treatment** (e.g., drug, vaccine) works.

If the treatment group has a higher success rate than the placebo group, we need to decide if this was due to chance or due to a successful treatment.

Typically, we require overwhelming evidence that the treatment was successful before marketing the new vaccine.

Salk vaccine trial of 1954

Rate of polio per 100,000

Randomized controlled double-blinded experiment			The NFIP study		
	size	rate		size	rate
treatment (high hyg.)	200,000	28	Grade 2 (vaccine, high hyg.)	225,000	25
control (high hyg.)	200,000	71	Grades 1 & 3 (control, average hyg.)	725,000	54
no consent (low hyg.)	350,000	46	Grade 2 (no consent, low hyg.)	125,000	44

□

4.4 What are Other Ways to Conduct Experimental and Observational Studies?

Recall: An **experiment** has a *treatment* and a *control*, whereas an **observational study** consists of just polling.

Multifactor Experiments

Often we are interested in more than one *explanatory variable* (i.e., factor).

Suppose we are testing two different treatments for

cancer. What might be another factor of interest?

Experiments: Randomized or Matched?

An **experiment** may use:

- (a) **completely randomized design** – All experimental units are randomly assigned to *treatment* or *control*.
- (b) **matched pairs** – Each individual (or pairs of similar individuals) is given both the *treatment* and the *control*.

Give an example of a medical experiment using *matched pairs*.

When is a medical experiment using *matched pairs* not possible?

Which is better, and why: *completely randomized design* or *matched pairs*?

Types of Observational Studies (Sample Surveys)

Definition: “A **simple random sample** of n subjects from a population is one in which each possible sample of that size has the same chance of being selected.” (from section 4.2)

Definition: “A **stratified random sample** divides the population into groups called **strata**, and then selects a simple random sample from each stratum.”

Example: Suppose that a university is known to be 60% female and 40% male, and a survey is to be conducted related to the abortion issue. Enough funding (or time) is available to sample 100 students.

- (a) How would a *simple random sample* be taken?
- (b) How would a *stratified random sample* be taken?

(c) Which sample is better and why?

Definition: “Divide the population into a large number of **clusters**. Select a simple random sample of the clusters.” All elements within each cluster are sampled, to form a **cluster random sample**.

Example: You have one week to estimate the average annual church donation of Baptists members in Rhode Island.

(a) How would a *simple random sample* be taken?

(b) How would a *cluster random sample* be taken?

(c) Which sample is better and why?