**WHO are you studying?**

* The **population** is the group you will be generalizing your results to. This is the biggest group you are interested in learning about.
* The **sampling frame** is the group you will take your sample from. This may be your entire population, or a part of your population that you have access to.
* The **sample** is the group you will actually measure or get data from. This group is chosen from your sampling frame.

**Population**

Your population should be as big as possible. Think: what is the biggest group that has similar characteristics around the variable you are interested in studying? You need to justify this choice.

*Example:*

* *Population: Bay Area high school students*
* *Justification: I think high school students use Instagram differently than middle schoolers (who may not have phones) and college students (who have met more people and may have more followers). However, I don’t think that there is a significant difference within high school, because freshmen and seniors use Instagram in about the same way. I think the Bay Area is different than other areas in the country because there is more technology here and there is a particular mix of demographics. I don’t think that different parts of the Bay Area are that different from each other.*

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| Variable: |
| Population: |
| Justification: |

**Sampling Frame**

Your sampling frame should be a group from your population that you have access to. You need to make sure that your sampling frame is representative of your population.

*Example:*

* *Population: Bay Area high school students*
* *Sampling Frame: Everest students*
* *Justification: I can easily poll students at my own school. I think Everest students are representative of Bay Area high school students because we have a diverse student body that mirrors the demographics of the area.*

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| Sampling Frame: |
| Justification: |

**Sample**

Your sample is the group you will actually measure. It should be chosen randomly from your sampling frame.

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| Sample: |
| Justification: |