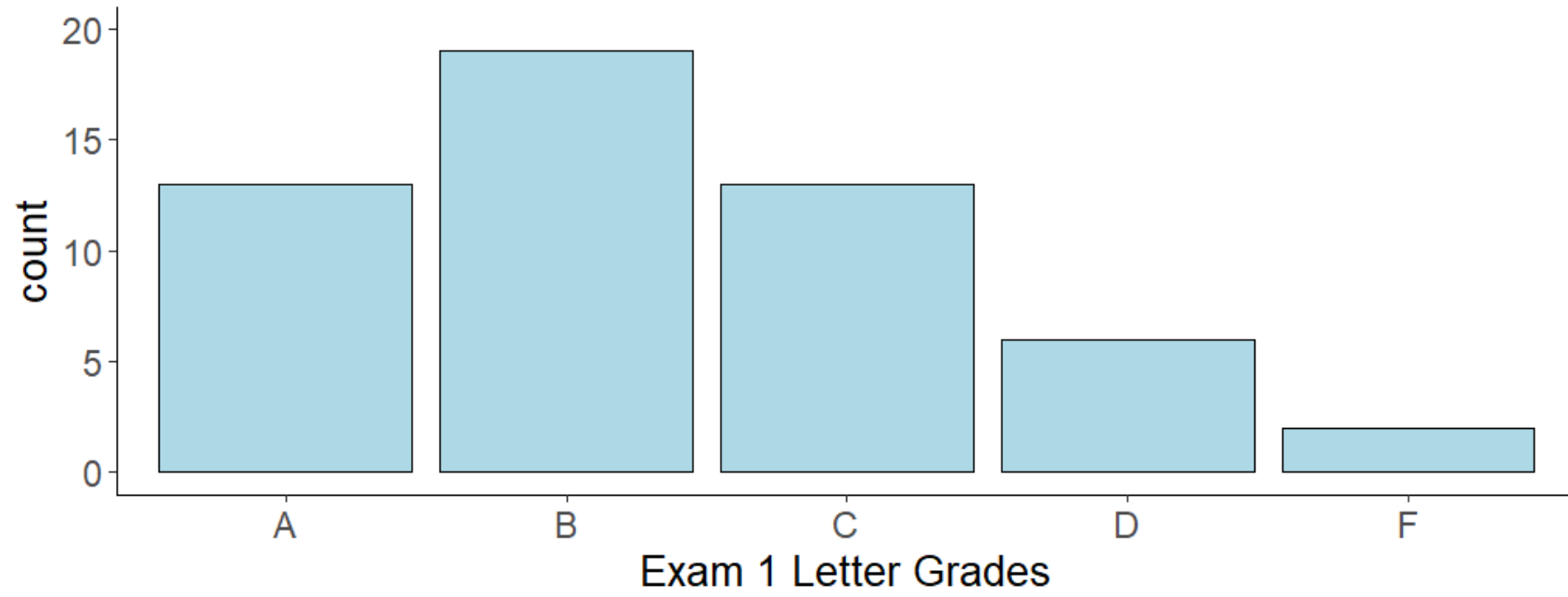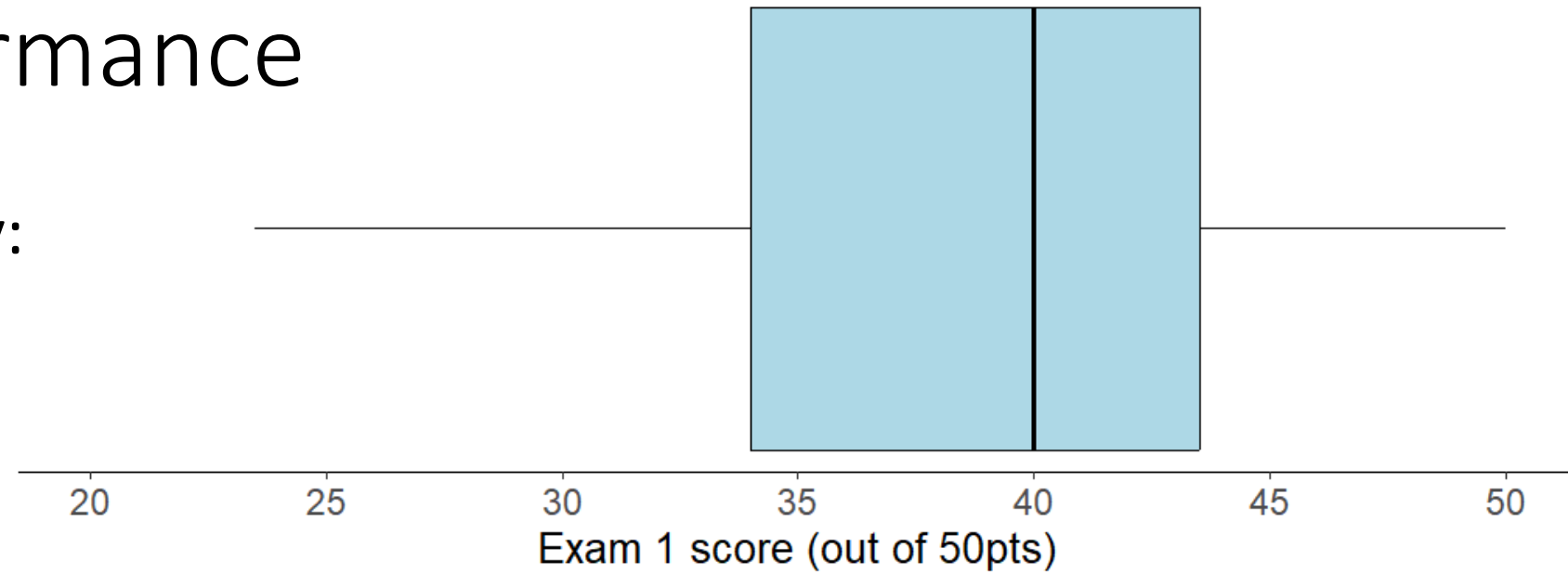# Lecture 9
Types of Studies-Continued

Exam 1 Performance

• Five number summary:

23 34 40 34 50

Review From Wednesday 2/7

- Sampling distributions
  - What is a sampling distribution?

- Margin of Error
  - What is the margin of error?

- What is a statistically significant result?

- Observation vs Experimental Study

- Causation vs Association

Advantages of Experimental Studies

- Observational studies <u>cannot</u> definitively establish causation

- Observational studies are prone to **lurking variables** – a variable unknown to the researchers that is not included in the study and has an association with <u>both</u> the response and explanatory variables

- Lurking variables can induce false associations between response and explanatory variables.

- In experimental studies subjects (observations) are randomly assigned to treatment groups.

  this randomization balances the effect of lurking variables between the treatment groups and removes their influence on the association between the response and explanatory variables

Study Design
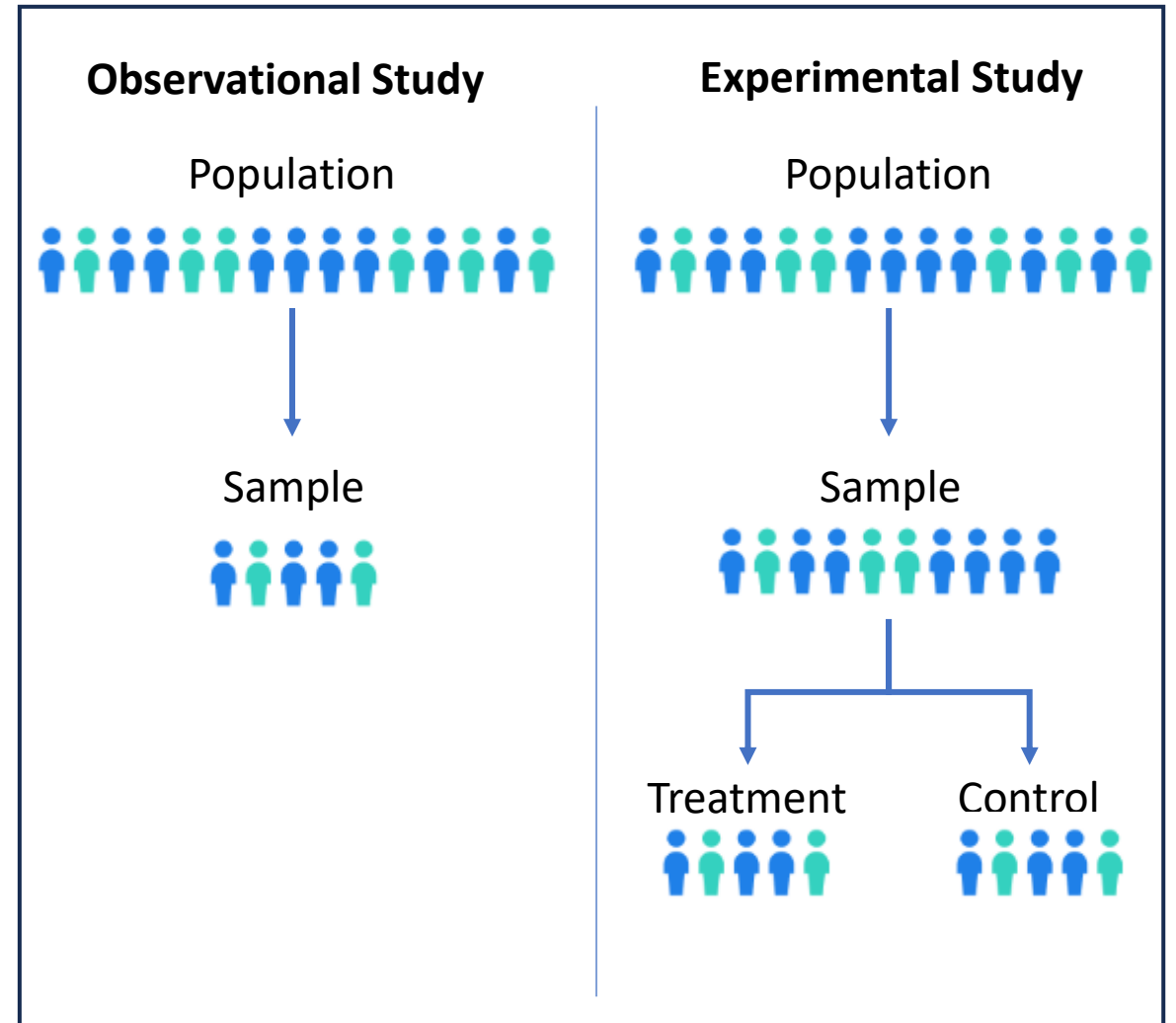
Hallmarks of a good experiment

- Control group – a group of subjects in the experiment who do not receive the treatment

    - reduces bias in the experiment because by design the only difference between the two groups is the treatment

- Blinding – designing the experiment to ensure the subjects are unaware if they are in the treatment or control group.

- Double blinding – When subjects as well as the researchers are unaware of who is assigned to the treatment group and who is assigned to the control group.
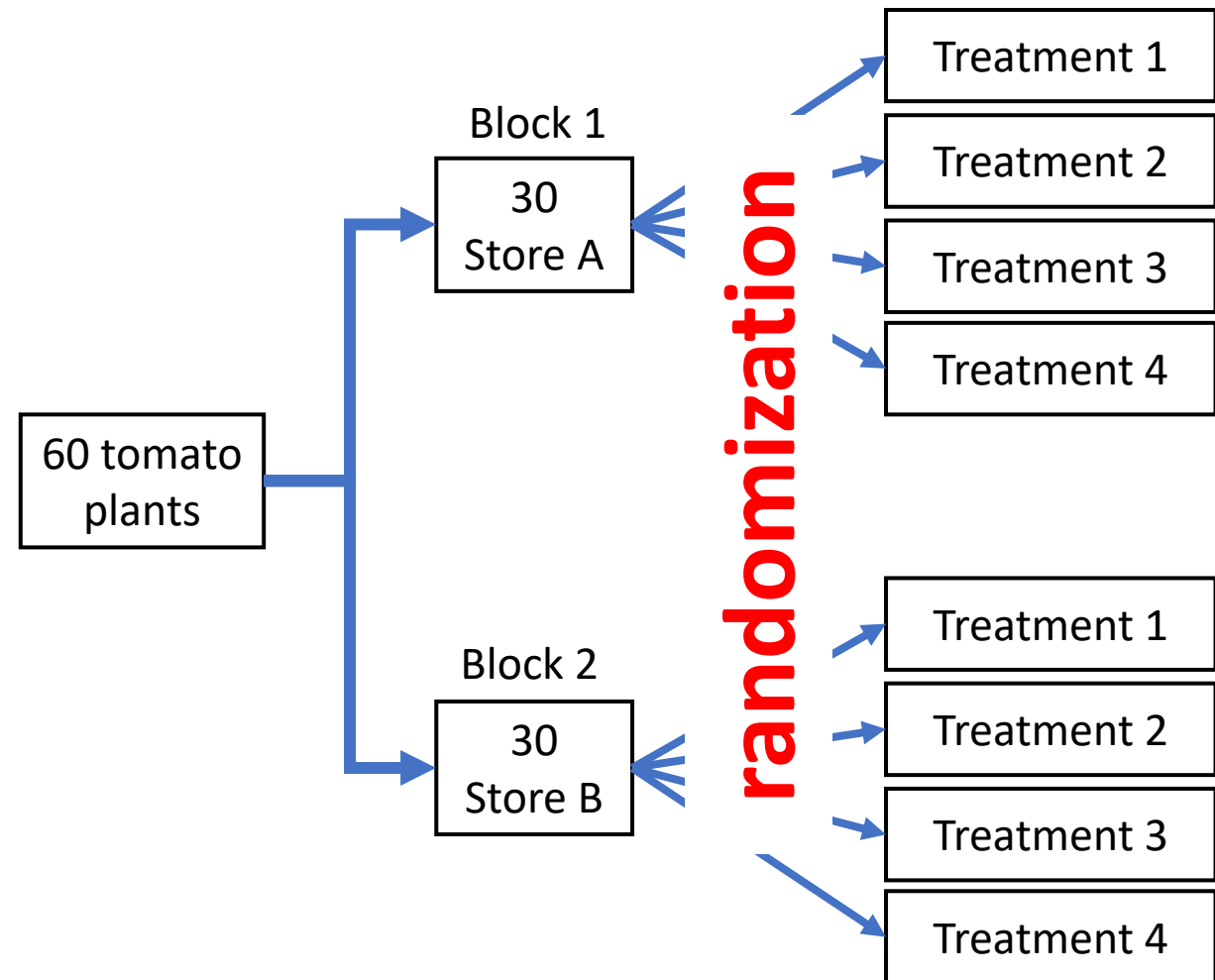
Some Experimental Designs

- **Completely Randomize Design** – Subjects are randomly assigned to treatment groups.
    - compares response to a single factor
    - each unit has the same chance of being in the treatment or control groups

- **Multifactor experiments** – An experiment which compares multiple factors simultaneously
    - cheaper than conducting an experiment for each factor separately
    - we can learn more from a multifactor experiment

| 60 Tomat0 plants | randomization → | Treatment 1 |
		Treatment 2
		Treatment 3
		Treatment 4
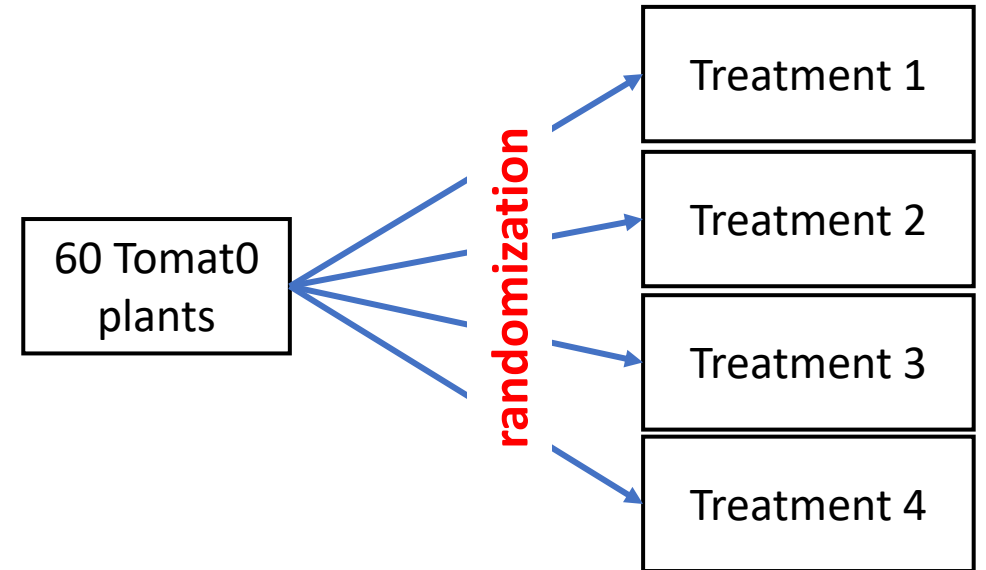
		Fertilizer A	
		YES	NO
Fertilizer B	YES	**Treatment 1** Fertilizer A + Fertilizer B	**Treatment 2** Fertilizer B + Placebo
	NO	**Treatment 3** Fertilizer A + Placebo	**Treatment 4** Placebo only

- **Randomized Complete Block Design** – When subjects are not similar enough, detecting differences among the treatment groups can be difficult. We instead create groups called **blocks.** Blocks are organized so that units inside a block are more similar. Each block sees all treatments in random order

- **Matched Pair Designs** – a design which takes measurements on each subject, usually once before the treatment and once after the treatment producing a set of paired measurements

60 tomato plants

Block 1
30
Store A

Block 2
30
Store B

randomization

Treatment 1
Treatment 2
Treatment 3
Treatment 4

Treatment 1
Treatment 2
Treatment 3
Treatment 4

Surveys

- A **sample survey** selects a sample of subjects from a population and collects data
  - In statistics, a survey is any information gathered from a sample of subjects.
  - It is a type of non-experimental study

- A **census** attempts to gather data for all (or nearly all) subjects in a population

- A **sampling frame** is a list of subjects in the population from which the sample will be collected

- A **sampling design** is the method that will be used to select subjects from the sampling frame

- We seek a sampling design that will lead to a sample that is representative of the entire population we are trying to estimate

Step 1. Identify the Population

Step 2. compile a sampling frame

Step 3. select a sampling design

Step 4. select a sample
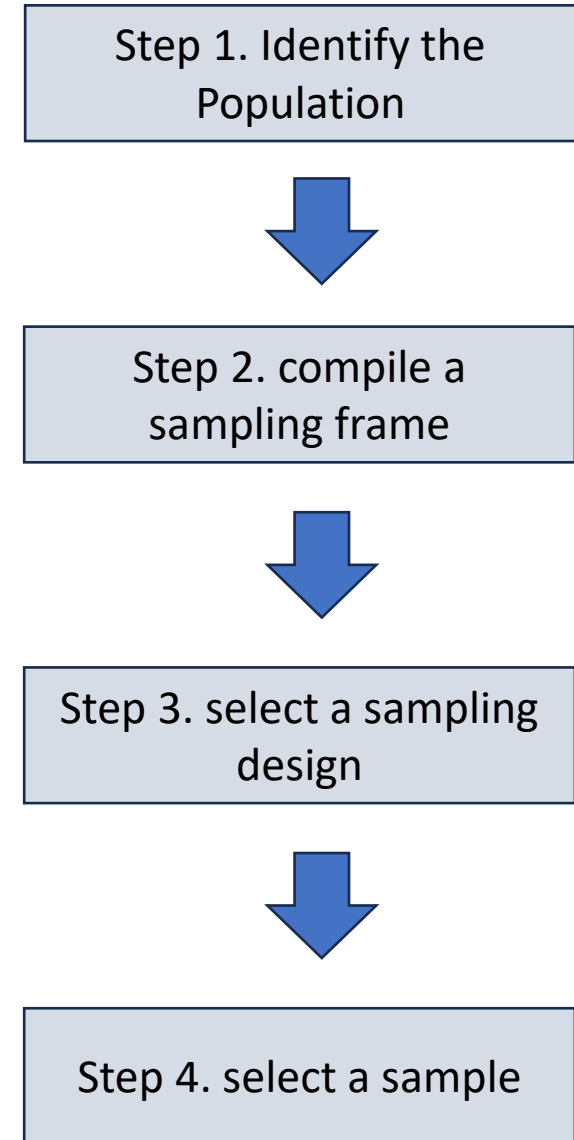
Example of a Survey

- Suppose I want to see what proportion of people in Moscow Idaho liked the Star Wars sequel trilogy. So, I acquire a phone book for Latah county, ID and call the first 100 people with an address in Moscow ID and ask them to rate the sequels on a scale of 1-10.

- What is the sampling frame?

The phone book for Latah County

- Do you think such a sample will be representative of the population we are trying to estimate?

NO, the sampling frame does not cover all possible people in the population of interest

Simple Sampling Designs:

- **Convenience sampling** is a type of non-probability sampling that involves the sample being drawn from that part of the population that is close to hand**.**

  Volunteer sample – a type of sampling where participants self elect to be part of the study because they volunteer when asked or respond to advertisement

  - the most common type of convenience sampling

  - often required when we don't have a sampling frame for the population

  - this is the type of sampling used for most medical experiments

- A sample is more likely to be representative of the population if we let *chance,* rather than *convenience*, determine which subjects are sampled.

- In **simple random sampling** (also just called random sampling) each subject in the sampling frame to has an equal probability of being selected for the sample.

Sampling Designs: Simple Random Sampling

- If we **sample with replacement,** then each time we sample a subject from the population we put the subject back so that it can be sampled again

  In general, for a population of size N each subject will have a $\frac{1}{N}$ chance of being included in the sample.

- If we **sample without replacement,** then each time we sample a subject from the population we remove that subject from the sampling frame so that we cannot select them again.

  - This means that first subject will have a $\frac{1}{N}$ chance of being selected, the second a $\frac{1}{N-1}$, the third a $\frac{1}{N-2}$ … and so on

  - Sampling without replacement is common in most surveys because the sample size is usually small in comparison to the population size (i.e $n \ll N$) it <u>is approximately</u> the same as sampling with replacement