

What is a random sample? Why is this important to the efficacy of an effective research study?

A good random sample is when everyone in the population or area has a chance to be chosen to be apart of the study that is being done by any researcher. When using random sample, the larger the sample the more likely that the population will be represented in the study.

A good sample would be when the researcher chooses 100 students by putting numbers in a hat and having the students draw numbers. That is a fair way to choose participates for the study that is being done and get a more accurate conclusion in the study.

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A random sample as defined by Bennett, Briggs, and Triola (2009) as "one in which every member of the population has an equal chance of being selected to be part of the sample" (p. 113). These samples are chosen at random. For research to be unbiased, chosen samples must be made completely at random to ensure that the research is not tainted or biased in any way. For example, if a firm wanted to take survey about residents of a particular state and how they felt about a particular grocery store chain, the firm would not want to survey just the residents of a particular town to get a statewide consensus about the grocery chain. It would also not make sense to survey these individuals only if they only had this grocery store chain in their town or had never even heard of this particular chain. Choosing randomly statewide would provide a more reliable result and would greatly reduce biases and misconceptions about the grocery store. Random samples cannot be chosen with any other similarities within the target population. Factors such as race, ethnicity, height, weight, etc. must all be factored out. This can keep the results of the study as random as possible.

Bennett, J., Briggs, W., and Triola, M. (2009). *Statistical Reasoning for Everyday Life*, Third Edition. Old Tappan, NJ.