**SURVEYS, SAMPLES, & POPULATION**

**SURVEYS**

**\*Gathering information by asking people directly.**

**\*People fill out written questionnaires, or are interviewed orally.**

**\*Can rapidly survey thousands of people. (computers aid in analysis)**

**\*Findings may not be completely accurate.**

**SAMPLES**

**\*Part of the target population.**

**\*Psychologists select samples scientifically to ensure they accurately represent the population they are supposed to.**

**\*Random sample—individuals are selected by chance from target population.**

**\*Stratified sample—subgroups are represented proportionally in the sample.**

**POPULATIONS**

**\*Whole group you want to study/describe.**

**\*Researchers must consider what group(s) they wish to examine & how they will be selected.**