

Section A: Getting Started

1. The museum has over 2,000 members. You have been asked to sample 300 members to learn their opinions about the director's proposals.
 - a. What questions would you want to ask the director prior to designing the sample?
 - b. How would you select the 300 respondents and collect information from them?
 - c. Justify your choice of sampling design.
2. Identify your sample's (question 1b)
 - a. population
 - b. parameter
 - c. category of sample (probability or nonprobability)
 - d. unit of analysis
3. Identify two different methods of contacting respondents and obtaining information and discuss the advantages and disadvantages of each.
4. Develop a list of questions to ask the respondents.
5. Assume that the executive director also wants to learn what some board of directors members think about her proposals before presenting them to the full board. The board consists of 18 people who are of diverse races, ages, and professions. The board is equally split by gender. Design a sampling and data collection procedure for gathering information from board members.
6. A colleague suggests conducting interviews to explore the feasibility and impact of merging with an organization. Describe whom you would suggest interviewing. What sampling design would you use to identify and contact participants?