

1. Describe the sampling design.
2. Describe the unit of analysis.
3. How were the data collected (telephone survey, internet survey, or some other way)? What was the response rate?
4. What are the strengths and weaknesses of the design?

Section B: Class Discussion

1. Based on your limited sample of studies (Section A) create a list "What you should say about your sample." Include what information should be included about the
 - a. population
 - b. sampling design
 - c. response rate
 - d. sample size

EXERCISE 6.2 The Long Street History Museum

Scenario

The Long Street History Museum relies on several sources to fund its operations. These include board member contributions, donations from the public, entrance fees, membership fees, and grants from both public and nonprofit organizations. Because of a slow economy, the city will no longer provide grants unless the museum merges with another organization in the city. The museum's executive director plans to propose two options to the board of directors: (1) merge with another organization or (2) increase fund raising efforts in order to operate without city grant money. Before doing so, however, she wants to know what the museum members think about the options. She has contacted you to help her find out what their opinions are.