# Sampling Concepts 

IUFRO-SPDC
Snowbird, UT September 29 - Oct 3, 2014
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## Sampling Concepts

Simple Sampling Strategies:
Random Sampling
Systematic Sampling
Stratified Sampling
"Blow-up" Estimation

## Why Sample?

- $\$ \$ \$ \$$
- Sample may actually provide a better "estimate" than a census
- Bias
- Measurement Error


## Sampling Implications for Experimental Design

- Selection of Experimental Units
- Assignment of Treatments to Experimental Units


## Population versus Sample

- Population
- The set of individuals we are interested in quantifying
- Sample
- The set of individuals, selected according to some rules of probability, that we use to represent the population


## Today's Population




## Population and Sample Parameters: The Mean

- Population Mean
- Sample Mean

$$
\mu=\frac{\sum_{i=1}^{N} X_{i}}{N}
$$

$$
\bar{x}=\frac{\sum_{i=1}^{n} X_{i}}{n}
$$

## Population Mean

$$
\begin{aligned}
\mu & =\frac{\sum_{i=1}^{42} X_{i}}{42} \\
& =\frac{13.20+10.31+10.49+\cdots+2.54+2.06+2.25}{42} \\
& =\frac{178.42}{42} \\
& =4.248
\end{aligned}
$$

## Our Population Distribution



## Population and Sample Parameters: <br> Standard Deviation

- Population Standard Deviation

$$
\sigma=\sqrt{\frac{\sum_{\mathbf{i}=1}^{\mathbf{N}}\left(\mathbf{X}_{\mathbf{i}}-\mu\right)^{2}}{\mathbf{N}}}
$$

- Sample Standard Deviation

$$
\mathbf{s}=\sqrt{\frac{\sum_{\mathbf{i}=1}^{n}\left(\mathbf{X}_{\mathbf{i}}-\overline{\mathbf{x}}\right)^{2}}{\mathbf{n}-1}}
$$

## Population Standard Deviation

$$
\begin{aligned}
\sigma & =\sqrt{\frac{\sum_{i=1}^{42}\left(x_{i}-\mu\right)^{2}}{42}} \\
& =\sqrt{\frac{\sum_{i=1}^{42}\left(x_{i}-4.248\right)^{2}}{42}} \\
& =\sqrt{\frac{(13.20-4.248)^{2}+(10.31-4.248)^{2}+\cdots+(2.06-4.248)^{2}+(2.25-4.248)^{2}}{42}} \\
& =\sqrt{\frac{80.1366+54.0505+\cdots+4.7878+3.9924}{42}} \\
& =\sqrt{\frac{376.0102}{42}}=\sqrt{8.9526}=2.9921
\end{aligned}
$$

## Mean and Standard Deviation

- Mean measures where the population is "located"
- The average value
- Standard Deviation measures dispersion of individuals about the mean
- The average distance individuals are from the mean


## Our Population Distribution



## Elements of a Sample

- Sample Frame
- Individual Sample Observations
(Individuals selected for quantification)
- Error (Individuals not selected)


## Sample Frame for Random Sampling

\{1\}, \{2\}, \{3\}<br>\{4\}, \{5\}, \{6\}<br>\{7\}, \{8\}, \{9\}<br>\{10\}, \{11\}, \{12\}<br>\{13\}, \{14\}, \{15\}<br>\{16\}, \{17\}, \{18\}<br>\{19\}, \{20\}, \{21\}

\{22\}, \{23\}, \{24\}
\{25\}, \{26\}, \{27\}
\{28\}, \{29\}, \{30\}
\{31\}, \{32\}, \{33\}
\{34\}, \{35\}, \{36\}
\{37\}, \{38\}, \{39\}
\{40\}, \{41\}, \{42\}

# Probability of Selection under Random Sampling 

- Each individual represents $1 / 42^{\text {nd }}$ of the sampling frame (population)
$-\operatorname{Pr}($ selection $)=1 / 42=0.02381$
- Five individuals are being selected
$-\operatorname{Pr}($ sampled $)=5^{*}(1 / 42)=0.11905$


## Example: sample of size 5

- Select 5 elements from our sample frame
- Randomly sort the sample frame:
- Generate random numbers for sampling unit
- Rank and select the first 5


## Our Sample

| Observation | Nut \# | Wt |
| ---: | ---: | ---: |
| 1 | 9 | 4.03 |
| 2 | 41 | 2.06 |
| 3 | 42 | 2.25 |
| 4 | 5 | 13.2 |
| 5 | 6 | 7.64 |

## Estimation of Population Mean: The Sample Mean

$$
\bar{x}=\frac{\sum_{i=1}^{n} x_{i}}{n}
$$

Note: Formula assumes equal probability of sampling

## Our Sample Mean

$$
\begin{aligned}
\overline{\mathrm{X}} & =\frac{\sum_{\mathrm{i}=1}^{5} \mathrm{X}_{\mathrm{i}}}{5} \\
& =\frac{(4.03+2.06+2.25+13.2+7.64)}{5} \\
& =\frac{29.18}{5} \\
& =5.836
\end{aligned}
$$

# Estimation of Population Standard Deviation: <br> Sample Standard Deviation 

$$
s=\sqrt{\frac{\sum_{i=1}^{n}\left(x_{i}-\bar{X}\right)^{2}}{n-1}}=\sqrt{\frac{\sum_{i=1}^{n} x_{i}^{2}-\frac{\left(\sum_{i=1}^{n} x_{i}\right)^{2}}{n}}{n-1}}
$$

## Our Sample Standard Deviation

$$
\begin{aligned}
s & =\sqrt{\frac{\sum_{i=1}^{n} x_{i}^{2}-\frac{\left(\sum_{i=1}^{n} x_{i}\right)^{2}}{n}}{n-1}} \\
& =\sqrt{\frac{\left(4.03^{2}+2.06^{2}+2.25^{2}+13.2^{2}+7.64^{2}\right)-\frac{(4.03+2.06+2.25+13.2+7.64)^{2}}{5}}{5-1}} \\
& =\sqrt{\frac{258.1566-\frac{(29.18)^{2}}{5}}{4}} \\
& =\sqrt{\frac{258.1566-170.2945}{4}} \\
& =\sqrt{\frac{87.8621}{4}}=\sqrt{21.9655}=4.6867
\end{aligned}
$$

## Population and Sample



## Sampling Error

- Now we only selected 5 of 42 elements from the population
- Our estimates have error associated with them
- If we sample another 5 elements, we most likely will get different answers
- We need to assess that error


## Distribution of Means of size 5



## Standard Error

- Distribution of means is known (approximately)
- Estimate sampling error from a single sample:

$$
S_{x}^{-}=\frac{s}{\sqrt{n}}
$$

- Standard Error of Estimate (Mean)


## Our Sample of Size 5

- Uncorrected $\mathrm{s}_{\mathrm{x}}^{-}=\frac{4.6867}{\sqrt{5}}=\frac{4.6867}{2.236}=2.0960$
- Corrected

$$
\mathrm{s}_{\mathrm{x}}^{-}=\frac{4.6867}{\sqrt{5}} \cdot \sqrt{\frac{42-5}{42}}=2.0960 \cdot \sqrt{\frac{37}{42}}=2.0960 \cdot 0.938=1.967
$$

## Confidence Interval

$$
\begin{aligned}
& \text { C.I. }=x \pm t \cdot S_{x}^{-} \\
& \text {C.I. }=\bar{x} \pm t \cdot\left(\frac{s}{\sqrt{n}}\right)
\end{aligned}
$$

## Using Student's t-table

Our probability is 1 - Confidence

| Degrees of freedom | Two-tailed probability of obtaining a large alue |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | 0.5 | 0.4 | 0.3 | 0.2 | 0.1 | 0.05 | 0.02 | 0.01 | 0.001 |
| 1 | 1 | 1.3764 | 1.9626 | 3.0777 | 6.3137 | 12.7062 | 31.821 | 63.6559 | 636.5776 |
| 2 | 0.8165 | 1.0607 | 1.3862 | 1.8856 | 2.92 | 4.3027 | 6.9645 | 9.925 | 31.5998 |
| 3 | 0.7649 | 0.9785 | 1.2498 | 1.6377 | 2.3534 | 3.1824 | 4.5407 | 5.8408 | 12.9244 |
| 4 | 0.7407 | 0.941 | 1.1896 | 1.5332 | 2.1318 | 2.7765 | 3.7469 | 4.6041 | 8.6101 |
| 5 | 0.7267 | 0.9195 | 1.1558 | 1.4759 | 2.015 | 2.5706 | 3.3649 | 4.0321 | 6.8685 |
| 6 | 0.7176 | 0.9057 | 1.1342 | 1.4398 | 1.9432 | 2.4469 | 3.1427 | 3.7074 | 5.9587 |
| 7 | 0.7111 | 0.896 | 1.1192 | 1.4149 | 1.8946 | 2.3646 | 2.9979 | 3.4995 | 5.4081 |
|  | 0.7064 | 0.8889 | 1.1081 | 1.3968 | 1.8595 | 2.306 | 2.8965 | 3.3554 | 5.0414 |
| 9 | 0.7027 | 0.8834 | 1.0997 | 1.383 | 1.8331 | 2.2622 | 2.8214 | 3.2498 | 4.7809 |
| 10 | 0.6998 | 0.8791 | 1.0931 | 1.3722 | 1.8125 | 2.2281 | 2.7638 | 3.1693 | 4.5868 |
| 11 | 0.6974 | 0.8755 | 1.0877 | 1.3634 | 1.7959 | 2.201 | 2.7181 | 3.1058 | 4.4369 |
| 12 | 0.6955 | 0.8726 | 1.0832 | 1.3562 | 1.7823 | 2.1788 | 2.681 | 3.0545 | 4.3178 |

Our "degrees of freedom" are n-1
Where have we seen this before?

## 95\% Confidence Interval for our Sample (Uncorrected)

- $\mathrm{n}=5, \mathrm{CI}=.95$
- $\mathrm{T}((1-.95), 5-1)=2.776$
- CI:

$$
\begin{aligned}
\text { C.I. } & =5.836 \pm \mathrm{t} \cdot 2.096 \\
& =5.836 \pm 2.776 \cdot 2.096 \\
& =5.836 \pm 5.819
\end{aligned}
$$

- CI: $\operatorname{Pr}(0.017 \leq \mu \leq 11.655)=.95$


## Some Exploration of Random Sampling Results

- Repeated Sampling
- Effects of Sample Size
- How many samples should I measure?
- Let's Do Some Exploration


## Sample Size

$$
\begin{aligned}
& \text { C.I. }=\bar{x} \pm t \cdot\left(\frac{s}{\sqrt{n}}\right) \\
& E=t \cdot\left(\frac{s}{\sqrt{n}}\right) \\
& n=\frac{t^{2} \cdot s^{2}}{E^{2}}
\end{aligned}
$$

## Sample Size

- Our sample of size 5 produced a sampling error of 5.819 at $95 \%$ confidence
- Error is almost $100 \%$ of the mean
- Not a very good sample
- We might want (or our boss might want) a sampling error of 2.5 grams with $95 \%$ confidence


## Sample Size

- When we look at the sample size
calculation we are calculating n (left side of equation)
- But..........t depends

$$
\mathrm{n}=\frac{\mathrm{t}_{\alpha, \mathrm{n}-1}^{2} \cdot \mathrm{~s}^{2}}{\mathrm{E}^{2}}
$$

on $n$ (right side of equation)

- Must be solved iteratively


## Sample Size

- Start with a guess
- $\mathrm{n} 0=10$
- $t(.05,9)=2.2622 \quad t_{.05,17}=2.1098$
- $S=4.6867$
- $\mathrm{N} 1=18 \neq \mathrm{n} 0$
- So repeat with n 1

$$
\begin{aligned}
& \mathrm{n}_{1}=\frac{2.2622^{2} \cdot 2776^{2}}{2.5^{2}}=17.98=18 \\
& \mathrm{t}_{.05,17}=2.1098 \\
& \mathrm{n}_{2}=\frac{2.1098^{2} \cdot 2776^{2}}{2.5^{2}}=15.64=16
\end{aligned}
$$

- Repeat until $n(i)=$

$$
\mathrm{t}_{.05,15}=2.1314
$$ $\mathrm{n}(\mathrm{i}-1)$

$$
\mathrm{n}_{3}=\frac{2.1314^{2} \cdot 2776^{2}}{2.5^{2}}=15.97=16
$$

## Elements of a Sample

- Sample Frame
- Individual Sample Observations
(Individuals selected for quantification)
- Error (Individuals not selected)


## Sample Layout

- Random
- Individuals selected independent of each other
- No spatial or temporal pattern
- Systematic
- Individuals selected relative to one another
- Once first individual selected, all other sample units determined
- Spatial or temporal pattern


## Random Sampling

- Statistically the most efficient
- Mean and standard error unbiased with single sample
- Can be logistically very hard to implement
- Hard to develop truly random samples


## Systematic Sampling

- samples laid out along a systematic grid
- logistically the easiest
- unbiased mean
- biased standard deviation


## Systematic Sample of our population

$\{1\},\{2\},\{3\}$
$\{4\},\{5\},\{6\}$
$\{7\},\{8\},\{9\}$
$\{10\},\{11\},\{12\}$
$\{13\},\{14\},\{15\}$
$\{16\},\{17\},\{18\}$
$\{19\},\{20\},\{21\}$
\{22\}, \{23\}, \{24\}
\{25\}, \{26\}, \{27\}
\{28\}, \{29\}, \{30\}
\{31\}, \{32\}, \{33\}
\{34\}, \{35\}, \{36\}
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## Questions

- How many independent simple random samples of size 5 are there?
- How many independent systematic samples of size 5 are there?
- For the sample illustrated, how many independent choices were made?


## Properties of systematic samples

- Unbiased mean
- One sample selection (once 1 plot is located, all others are fixed)
- Sampling units are not independent
- Need at least two independent selections to calculate unbiased estimate of standard deviation (remember the $\mathrm{n}-1$ )
- s, as estimated from systematic sample, tends to be too large


## Why is s too large?

- How many random samples of size 5 ?
- What is range of random samples of size 5 ?
- How many systematic samples of size 5?
- What is range of systematic samples of size 5?
- So what does systematic sampling do for us?


## Systematic Sample of Size 5

- Only 9 samples possible
-3.222, 4.416, 3.168, 7.656, 5.476, 2.69, 3.018, 4.726, 5.882
- Clearly not as much variance possible
- "True" standard error would be the standard deviation of these 9 means


## Let's do some exploration

## Stratified Sampling

- Our nut population is composed of 3 nut types:
- Walnuts (6)
- Filberts (15)
- Peanuts (21)
- $\operatorname{Var(between~nut~types)~\gg ~} \operatorname{Var(within~nut~}$ types)
- Could use stratified sampling to reduce variability and/or sample size requirements


## Stratified Sampling with Proportional Allocation

- Samples are allocated to each Stratum proportional to some measure of abundance in population
- Frequency
- Area
- Total Weight



## Strata Summaries

$$
\bar{X}_{\mathrm{j}}=\frac{\sum_{\mathrm{i}=1}^{\mathrm{n}_{\mathrm{j}}} \mathrm{X}_{\mathrm{ij}}}{\mathrm{n}_{\mathrm{j}}}
$$

$$
s\left(X_{j}\right)=\sqrt{\frac{\sum_{i=1}^{n_{j}}\left(X_{i j}-\bar{X}_{j}\right)^{2}}{n_{j}-1}}
$$

$$
s\left(\bar{X}_{j}\right)=\frac{s\left(X_{j}\right)}{\sqrt{n_{j}}}
$$

## Population Summary

$$
\begin{aligned}
& \bar{X}_{\text {Pop }}=\frac{\sum_{j=1}^{k}\left(A_{j} \bullet \bar{X}_{j}\right)}{\sum_{j=1}^{k} A_{j}} \\
& s\left(\bar{X}_{\text {Pop }}\right)=\sqrt{\sum_{j=1}^{k}\left(\frac{A_{j}}{A_{\text {Total }}}\right)^{2} s\left(\bar{X}_{j}\right)^{2}}
\end{aligned}
$$

## Let's do some exploration

## Implications of Sample Design

- "Blow-up" Estimation
- Want to sample 10 nuts from our current population of 42
- Use that sample to estimate total for a new population
- 50 walnuts
- 300 filberts
- 2000 peanuts
- "real" total weight $=6600 \mathrm{~g}$

