

Bassem Mikhael
Christopher Loncke
Abigail Daughtrey
Prerna Agarwal
Yong-Gyun Choi
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- **Target Population:** All Carnegie Mellon undergraduate students on the Pittsburgh campus. This is the population about whom we wish to make inferences.
- **Sampling Plan:** Our sampling frame will be the C-book. The population that we plan to sample from is the people whose email addresses are listed in C-book.
- Our sample will be a simple random sample without replacement. We will use a random number generator to generate 2 numbers. The first of these will correspond to the page number in C-book, and the second to the particular line item on each page. We will do this for 500 iterations, and send out 1 email to each person. Since CMU undergrad has about 5,000 students, our sample will include approximately 10% of our sampling frame. Since this is a relatively large proportion, we anticipate that the sample will be representative of the target population. We feel no need at this point to incorporate a stratified or clustered sample.
- **Nonresponse:** Firstly, we will be providing a monetary incentive of a \$50 Amazon gift card. All survey respondents will be entered into raffle to win this gift card. We hope that this will bolster the number of respondents to our survey. 1 week after we send our initial email, we will send a follow-up email to all non-respondents, reminding them to respond and also of the monetary award.
- **Non-representativeness**—Should our preliminary data reveal that it is not representative of the larger CMU undergraduate population, we will take a stratified approach, and send another round of targeted emails to compensate for those areas of our sample which are underrepresented.