Team A: CMU Perceptions of Academic Integrity & Old Course Material Archives
Target Pop, Sampling Plan, Sampling Frame, Nonresponse Plan
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Target population

The population that will be sampled would be students from the main Carnegie Mellon University campus that are of the undergraduate level (1st - 5th Year).

Sampling Plan, Sampling Frame, Nonresponse Plan

Our sampling frame would be both the Carnegie Mellon C-Book, as well as the Andrew Directory, which could be requested from the hub. The Carnegie Mellon C-Book contains a list of all Carnegie Mellon students and the Andrew Directory contains all Andrew IDs for students, which is essentially an email address. The student SMC information is also listed within the C-Book, as we may require this if enough time is available to follow-up.

We plan to carry out the survey by randomly selecting a population size of 500 undergraduate students from the Carnegie Mellon C-Book (2009-2010 edition). This number was determined by calculating a 95% confident rate for an undergraduate student population of 6000 people, and then adding well over 100 students to the sample size to account for the possibility of entering a worst-case scenario where our response rate is very low. The random selection of each student will be done by using a random selection algorithm to pick out the page number in the C-Book and the nth student on the page who will be selected.

We will then utilize the online Andrew directory to send an initial email out that contains a link to complete the survey. Follow-up emails for the non-respondents would be sent exactly 1 week and 2 weeks after the first contact. In addition, given enough time, we would also consider using the student SMC information with the campus mail system to drop reminder slips in student mailboxes after the first week. *how will you decide who to send email to?*

Any information sent (initial emails, the survey disclaimers, and traditional mail) to the participants would strongly emphasize the anonymity and confidentiality of the survey. We would likely also include a few sentences about the neutrality of our intentions in order to prevent any response rate effects due to each individual's agreement/disagreement with our data collection on this sensitive issue.

We are also adding an incentive by informing the respondents that they will be entered into a random drawing for a $20 Starbucks gift card. Our team has agreed to fund this expense. *great idea*

If our final proportion of participating students is not representative of the overall CMU undergraduate population profile (gender, year of study, academic major, etc), we will weight different response categories in order to better project how our sample represents the actual student body.
weighting a good idea

what about following up people who don't respond to your first email?