



STAT8101

Sampling Design and Analysis

Session 1, Online-scheduled-weekday 2025

School of Mathematical and Physical Sciences

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General Information

Unit convenor and teaching staff

Lecturer/Convener

Nan Zou

nan.zou@mq.edu.au

Contact via nan.zou@mq.edu.au

Room 606, 12 Wally's Walk

Please refer to iLearn for Consultation hours

Lecturer/Convener

Jun Ma

jun.ma@mq.edu.au

Contact via jun.ma@mq.edu.au

Room 524, 12 Wally's Walk

Please refer to iLearn for Consultation hours

Jun Ma

jun.ma@mq.edu.au

Credit points

10

Prerequisites

(STAT6180 or STAT8310 or STAT8830(Cr)) or (BUSA8000 and ECON8040) or (Admission to GradCertResFSE or GradDiptResFSE)

Corequisites

Co-badged status

Unit description

This unit introduces students to the fundamentals of sampling methodology and their analysis. The unit covers the basic principles of sampling methods, survey design, questionnaire construction, and data collection techniques. Throughout the unit, students will learn how to use statistical software which will enable them to import, clean, and manipulate data, as well as to visualise and summarise data. Additionally, students will apply an understanding of the end-to-end process by designing a survey, collecting data, and performing exploratory data analysis (EDA) on their data set, which will culminate in a final report. This unit contains elements of Working Integrated Learning (WIL) that students will experience activities that relate to or simulate professional practice as part of their learning.

Learning in this unit enhances student understanding of global challenges identified by the United Nations Sustainable Development Goals ([UNSDGs](#)) Industry, Innovation and Infrastructure

Important Academic Dates

Information about important academic dates including deadlines for withdrawing from units are available at <https://www.mq.edu.au/study/calendar-of-dates>

Learning Outcomes

On successful completion of this unit, you will be able to:

ULO1: Demonstrate an advanced understanding of the key principles of survey methodology, including different types of surveys, sampling methods, questionnaire design, and data collection techniques.

ULO2: Critically evaluate the methodology used in a survey and the reliability of the results for a given research question.

ULO3: Design and justify sampling schemes to ensure ethical and inclusive practices, including for indigenous projects and data

ULO4: Use statistical software to import, clean, and manipulate survey data

ULO5: Perform exploratory data analysis (EDA) to summarise survey data

ULO6: Communicate survey findings in a clear manner to non-specialist audiences

ULO7: Demonstrate career planning and apply an understanding of the job market for statistics skills.

General Assessment Information

Requirements to Pass this Unit

To pass this unit you must achieve a total mark equal to or greater than 50%.

Hurdle Assessments

There are no hurdle assessments for this unit.

Late Assessment Submission Penalty

Unless a Special Consideration request has been submitted and approved, a 5% penalty (of the total possible mark) will be applied each day a written assessment is not submitted, up until the 7th day (including weekends). After the 7th day, a grade of '0' will be awarded even if the assessment is submitted. Submission time for all written assessments is set at 11:55 pm. A 1-hour grace period is provided to students who experience a technical concern. For any late submission of time-sensitive tasks, such as scheduled quizzes, workshop participation and presentations, students need to submit an application for [Special Considerations](#). In this unit, late submissions will be accepted as follows:

- Quizzes - NO, unless Special Consideration is granted
- Case Study - YES, Standard Late Penalty applies
- Group Project - YES, Standard Late Penalty applies
- Reflective Log-book - YES, Standard Late Penalty applies

Special Consideration

The Special Consideration Policy aims to support students who have been impacted by short-term circumstances or events that are serious, unavoidable and significantly disruptive, and which may affect their performance in assessment. If you experience circumstances or events that affect your ability to complete the assessments in this unit on time, please inform the convenor and submit a Special Consideration request through <https://connect.mq.edu.au>.

Attendance and participation

Regular engagement in workshops is crucial for your success in this unit, as these activities provide opportunities to deepen your understanding of the material, collaborate with peers, and receive valuable feedback from instructors, to assist in completing the unit assessments. Your active participation not only enhances your own learning experience but also contributes to a vibrant and dynamic learning environment for everyone.

Assessment Tasks

Name	Weighting	Hurdle	Due
Practice Based Skills for workshops	10%	No	Weekly
Quizzes	20%	No	Weeks 4 and 8
Case Study	30%	No	16/05/2025
Group Project	30%	No	30/05/2025

Name	Weighting	Hurdle	Due
Reflective Log-book	10%	No	06/06/2025

Practice Based Skills for workshops

Assessment Type ¹: Practice-based task

Indicative Time on Task ²: 0 hours

Due: **Weekly**

Weighting: **10%**

Development of knowledge and skills requires continual practice. During these workshops, you will practice a range of statistical concepts and techniques.

On successful completion you will be able to:

- Demonstrate an advanced understanding of the key principles of survey methodology, including different types of surveys, sampling methods, questionnaire design, and data collection techniques.
- Critically evaluate the methodology used in a survey and the reliability of the results for a given research question.
- Design and justify sampling schemes to ensure ethical and inclusive practices, including for indigenous projects and data
- Use statistical software to import, clean, and manipulate survey data
- Perform exploratory data analysis (EDA) to summarise survey data
- Communicate survey findings in a clear manner to non-specialist audiences

Quizzes

Assessment Type ¹: Quiz/Test

Indicative Time on Task ²: 2 hours

Due: **Weeks 4 and 8**

Weighting: **20%**

Two quizzes, each worth 10%

On successful completion you will be able to:

- Demonstrate an advanced understanding of the key principles of survey methodology,

including different types of surveys, sampling methods, questionnaire design, and data collection techniques.

- Critically evaluate the methodology used in a survey and the reliability of the results for a given research question.
- Design and justify sampling schemes to ensure ethical and inclusive practices, including for indigenous projects and data
- Use statistical software to import, clean, and manipulate survey data
- Perform exploratory data analysis (EDA) to summarise survey data

Case Study

Assessment Type ¹: Case study/analysis

Indicative Time on Task ²: 10 hours

Due: **16/05/2025**

Weighting: **30%**

Reviewing literature and delivering a “live” presentation with a focus on Indigenous issues

On successful completion you will be able to:

- Critically evaluate the methodology used in a survey and the reliability of the results for a given research question.
- Design and justify sampling schemes to ensure ethical and inclusive practices, including for indigenous projects and data
- Communicate survey findings in a clear manner to non-specialist audiences

Group Project

Assessment Type ¹: Project

Indicative Time on Task ²: 26 hours

Due: **30/05/2025**

Weighting: **30%**

In this project, students will need to define their research problems, choose a sampling and survey design, collect data and perform exploratory data analysis (EDA). Students will submit their work in multi-stages and ultimately communicate their findings in a report targetting non-specialist audiences.

On successful completion you will be able to:

- Demonstrate an advanced understanding of the key principles of survey methodology, including different types of surveys, sampling methods, questionnaire design, and data collection techniques.
- Critically evaluate the methodology used in a survey and the reliability of the results for a given research question.
- Design and justify sampling schemes to ensure ethical and inclusive practices, including for indigenous projects and data
- Use statistical software to import, clean, and manipulate survey data
- Perform exploratory data analysis (EDA) to summarise survey data
- Communicate survey findings in a clear manner to non-specialist audiences

Reflective Log-book

Assessment Type ¹: Log book

Indicative Time on Task ²: 5 hours

Due: **06/06/2025**

Weighting: **10%**

Reflective Log-book on your work on the Group Project and Career Activities

On successful completion you will be able to:

- Demonstrate an advanced understanding of the key principles of survey methodology, including different types of surveys, sampling methods, questionnaire design, and data collection techniques.
- Critically evaluate the methodology used in a survey and the reliability of the results for a given research question.
- Demonstrate career planning and apply an understanding of the job market for statistics skills.

¹ If you need help with your assignment, please contact:

- the academic teaching staff in your unit for guidance in understanding or completing this type of assessment
- the [Writing Centre](#) for academic skills support.

² Indicative time-on-task is an estimate of the time required for completion of the assessment task and is subject to individual variation

Delivery and Resources

Classes

Workshops (beginning in Week 1): There is one two-hour class each week.

Required textbooks

The following textbooks are required in this unit. The Macquarie University library provides online access to these books:

- [Lohr, S. L. \(2021\). Sampling: Design and Analysis \(Third edition\)](#). CRC Press.
- [Lu, Y., & Lohr, S. L. \(2021\). R Companion for Sampling: Design and Analysis \(Third Edition\)](#). Milton: CRC Press LLC.

Technology Used and Required

The R software (freely available online) will be used in the unit

Methods of Communication

We will communicate with you via your university email or through announcements on iLearn. Queries to the convenor can either be placed on the iLearn discussion board or sent to the staff email address from your university email address.

COVID Information

For the latest information on the University's response to COVID-19, please refer to the Coronavirus infection page on the Macquarie website: <https://www.mq.edu.au/about/coronavirusfaqs>. Remember to check this page regularly in case the information and requirements change during semester. If there are any changes to this unit in relation to COVID, these will be communicated via iLearn.

Unit Schedule

Tentatively:

Week	Topic
1	Welcome & Introduction to Sampling - Chapter 1 of Lohr (2021)
2	Simple Random Sampling - Chapter 2 of Lohr (2021)
3	Stratified Sampling - Chapter 3 of Lohr (2021)
4	Ratio and Regression Estimation - Chapter 4 of Lohr (2021)
5	Cluster and Systematic Samplings - Chapter 5 of Lohr (2021)
6	Tidy Survey Analysis in R
7	Tidy Survey Analysis in R

Week	Topic
8	Guest Speaker - Library Workshop
9	Case Study Presentations
10	Non-response & Missing Data - Chapter 8 of Loht (2021)
11	Work on Group Project
12	Guest Speaker - Career development
13	Industry Guest Speakers

Policies and Procedures

Macquarie University policies and procedures are accessible from [Policy Central \(https://policies.mq.edu.au\)](https://policies.mq.edu.au). Students should be aware of the following policies in particular with regard to Learning and Teaching:

- [Academic Appeals Policy](#)
- [Academic Integrity Policy](#)
- [Academic Progression Policy](#)
- [Assessment Policy](#)
- [Fitness to Practice Procedure](#)
- [Assessment Procedure](#)
- [Complaints Resolution Procedure for Students and Members of the Public](#)
- [Special Consideration Policy](#)

Students seeking more policy resources can visit [Student Policies \(https://students.mq.edu.au/support/study/policies\)](https://students.mq.edu.au/support/study/policies). It is your one-stop-shop for the key policies you need to know about throughout your undergraduate student journey.

To find other policies relating to Teaching and Learning, visit [Policy Central \(https://policies.mq.edu.au\)](https://policies.mq.edu.au) and use the [search tool](#).

Student Code of Conduct

Macquarie University students have a responsibility to be familiar with the Student Code of Conduct: <https://students.mq.edu.au/admin/other-resources/student-conduct>

Results

Results published on platform other than [eStudent](#), (eg. iLearn, Coursera etc.) or released directly by your Unit Convenor, are not confirmed as they are subject to final approval by the University. Once approved, final results will be sent to your student email address and will be made available in [eStudent](#). For more information visit connect.mq.edu.au or if you are a Global MBA student contact globalmba.support@mq.edu.au

Academic Integrity

At Macquarie, we believe [academic integrity](#) – honesty, respect, trust, responsibility, fairness and courage – is at the core of learning, teaching and research. We recognise that meeting the expectations required to complete your assessments can be challenging. So, we offer you a range of resources and services to help you reach your potential, including free [online writing and maths support](#), [academic skills development](#) and [wellbeing consultations](#).

Student Support

Macquarie University provides a range of support services for students. For details, visit <http://students.mq.edu.au/support/>

Academic Success

[Academic Success](#) provides resources to develop your English language proficiency, academic writing, and communication skills.

- [Workshops](#)
- [Chat with a WriteWISE peer writing leader](#)
- [Access StudyWISE](#)
- [Upload an assignment to Studiosity](#)
- [Complete the Academic Integrity Module](#)

The Library provides online and face to face support to help you find and use relevant information resources.

- [Subject and Research Guides](#)
- [Ask a Librarian](#)

Student Services and Support

Macquarie University offers a range of [Student Support Services](#) including:

- [IT Support](#)
- [Accessibility and disability support](#) with study
- Mental health [support](#)
- [Safety support](#) to respond to bullying, harassment, sexual harassment and sexual assault
- [Social support including information about finances, tenancy and legal issues](#)
- [Student Advocacy](#) provides independent advice on MQ policies, procedures, and processes

Student Enquiries

Got a question? Ask us via the [Service Connect Portal](#), or contact [Service Connect](#).

IT Help

For help with University computer systems and technology, visit http://www.mq.edu.au/about_us/offices_and_units/information_technology/help/.

When using the University's IT, you must adhere to the [Acceptable Use of IT Resources Policy](#). The policy applies to all who connect to the MQ network including students.

Changes from Previous Offering

We value student feedback to be able to continually improve the way we offer our units. As such we encourage students to provide constructive feedback via student surveys, to the teaching staff directly, or via the FSE Student Experience & Feedback link in the iLearn page. Student feedback from the previous offering of this unit was very positive overall, with students pleased with the clarity around assessment requirements and the level of support from teaching staff. As such, no change to the delivery of the unit is planned, however we will continue to strive to improve the level of support and the level of student engagement.

Unit information based on version 2025.04 of the [Handbook](#)