1. There are two things that can make or break a survey: the __________ and ________ the researcher gives the questions to.

   a. The goal of the survey is to get ______________ __________________.

   b. In general terms, good survey questions are worded in a ______________ way instead of using wording or options that ______________ ________________ in a certain direction.

   c. Ideally, a survey should go to a ____________________ of the ______________ that they’re interested in.

   d. What is non-response bias?

   e. What is voluntary response bias?

   f. ______________ splits the population into groups of interest and randomly selects people from each of the “stratas” so that each group in the overall sample is represented appropriately.

   g. Another issue is that getting surveys to people can be ____________________.

   h. What is cluster sampling?

   i. ______________ is when current respondents are asked to help recruit people they know from the population of interest.

   j. A ______________ is a survey that samples an entire population.

   k. How can you avoid falling for a fake poll?