**Worksheet 1 – Chapter 1 - Key**

**Going online for health information.** A *cyberchondriac* is defined as a person who regularly searches the Web for health care information. Each year a Harris Poll is conducted to determine the number of cyberchondriacs in the United States. In 2008, the Harrris Poll surveyed 1,010 US adults by telephone and asked the following questions: [Problem 1.18 from McClave text]

1. Have you ever gone online to look for health care information?
2. How many times per month do you look for health care information online?
3. In the past year, have you ever discussed with your doctor the information you found online?
4. For each question, determine whether the type of data collected is quantitative or qualitative.
5. Qualitative – (Possible responses “yes” or “no”)
6. Quantitative – (Possible responses 0, 1, 2, etc.)
7. Qualitative – (Possible responses “yes” or “no”)
8. Do the data collected for the 1,010 adults represent a sample or a population? Explain.

The data collected from the 1,010 adults would be a sample. These adults would only be part of all adults in the United States (the population of interest).

**Annual survey of computer crimes.** The Computer Security Institute (CSI) conducts an annual survey of computer crime at United States businesses. CSI sends survey questionnaires to computer security personnel at all US corporations and government agencies. In 2006, 616 organizations responded to the CSI survey. Fifty-two percent of the respondents admitted unauthorized use of computer systems at their firms during the year. *(Computer Security Issues & Trends, Spring 2006)* [Problem 1.20 from McClave text]

1. Identify the population of interest to CSI.

The population of interest is the collection of computer security personnel at all US corporations and government agencies.

1. Identify the data-collection method used by CSI. Are there any **potential** biases in the method used?

**Surveys** were sent to computer security personnel at all US corporations and government agencies. However, in 2006 , only 616 organizations responded to the survey. There could be nonresponse bias. Often, only those subjects with strong opinions will respond to a survey. Thurs, the responses may not reflect what the population as a whole thinks.

1. Describe the variable measured in the CSI survey. Is it quantitative or qualitative?

The variable measured in the survey is whether or not there was unauthorized use of computer systems at the firms during the year. Since the responses will be either “Yes” or “No”, the variable is qualitative.

1. If you assume that the responses were a random sample from the population, what inference can be made from the study result?

If we assume that the responses were a random sample from the population, we could infer that about 52% of all computer security personnel will admit to unauthorized use of computer systems at their firms during the year.