

## A Study on Sample Assessment Method in Sampling Survey

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The sampling survey is an essential survey method to estimate certain quantitative characteristics through the samples; however, the estimated value shall not be coincided with real value due to the inevitable sampling error. Therefore, the study on sample assessment method must aim at error of survey in combination with other factors. In order to measure the sample validity, this study drew on data quality assessment approaches and principles, took sample survey approach as a starting point, to design a comprehensive assessment proposal for samples. In addition, the suggestions are also made in this article to optimize samples on three aspects as survey preparation, sample control and error remedy.

**Keyword:** assessment approach, assessment proposal, sampling method, sample optimization.