Nike's bet

Nike has just named Colin Kaepernick as the face of their 30th anniversary "Just Do It" ad campaign.

1. What do you know about Colin Kaepernick?

2. Do you think that Nike's endorsement of Colin is at all risky for Nike? Please explain.

3. Colin Kaepernick had a successful career as San Francisco 49ers quarterback until 2016. Since then he has remained unsigned to any NFL team. Why do you suppose that Nike chose him to represent their products and the anniversary of the "Just Do It" campaign ads?
Darren Rovelle, a sports business analyst, created a poll on his twitter account. The results are below:

4. What can you conclude from this poll?

5. Do you think that this was a fair poll? Why or why not?

Creating a random sample is a huge prerequisite for obtaining an accurate poll. A random sample is a subset of the population that you wish to generalize about where each element of the subset has an equally likely chance of being chosen.

6. Explain how one can set up a poll so that it is unbiased and has a random sample

7. How do you feel about Nike's choice of Colin Kaepernick for the face of their "Just Do It" campaign? Will you try to buy Nike products, try not to buy Nike products, or not care? Please explain.

Sources: https://thepostcalvin.com/good-poll-or-bad-poll-how-to-tell-the-difference/

Brought to you by YummyMath.com