SAMPLING METHODS

SAMPLING: IMPORTANT STATISTICAL TERMS

POPULATION
A set of all measurements of interest to the researcher

TARGET POPULATION
The population to be studied/to which the researcher wants to generalize his results

SAMPLE
A subset of the population

SAMPLING FRAME
List of all the sampling units from which sample is drawn

SAMPLING SCHEME
Method of selecting sampling units from sampling frame
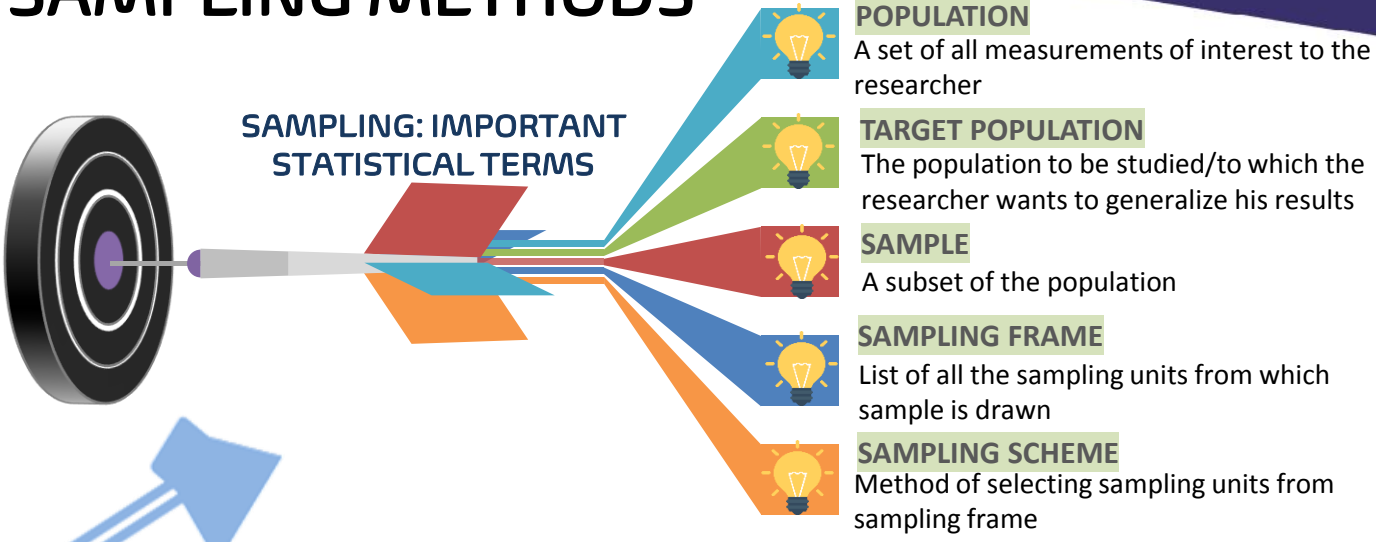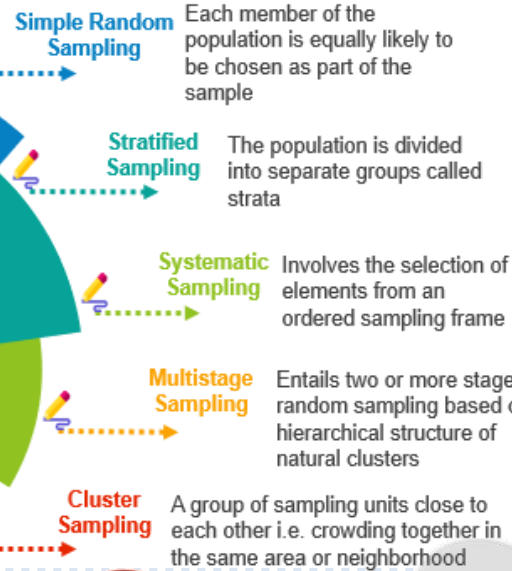
- Representative and can make inferences regarding total target population
- Ability to calculate sampling error to show validity of results
- Sample size required can be calculated prior to initiation of data collection
- Must be able to list or identify individuals in a target population
- Requires random number generator and understanding of process for randomization
- Time intensive
- May be costly to conduct such research

PROBABILITY SAMPLING

Simple Random Sampling — Each member of the population is equally likely to be chosen as part of the sample

Stratified Sampling — The population is divided into separate groups called strata

Systematic Sampling — Involves the selection of elements from an ordered sampling frame

Multistage Sampling — Entails two or more stages random sampling based on hierarchical structure of natural clusters

Cluster Sampling — A group of sampling units close to each other i.e. crowding together in the same area or neighborhood

NON PROBABILITY SAMPLING

Choose who you think should be in the study — **Purposive Sampling**

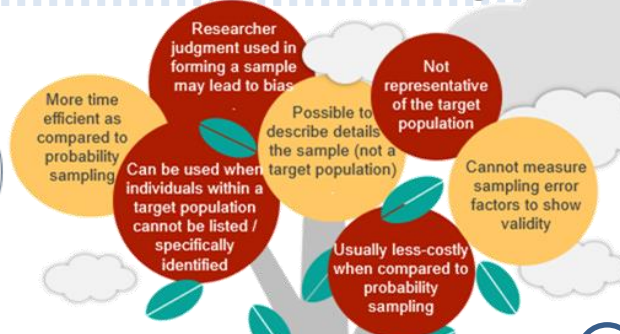Sample is selected based on the opinion of an expert — **Convenience Sampling**

The assembled sample that has the same proportions of individuals as the entire population with respect to known characteristics, traits of focused phenomenon — **Quota Sampling**

Sample is selected based on the opinion of an expert — **Judgement Sampling**

Recruitment technique in which participants are asked to assist researchers in identifying other potential participant — **Snowball Sampling**

- Researcher judgment used in forming a sample may lead to bias
- More time efficient as compared to probability sampling
- Possible to describe details the sample (not a target population)
- Not representative of the target population
- Can be used when individuals within a target population cannot be listed / specifically identified
- Cannot measure sampling error factors to show validity
- Usually less-costly when compared to probability sampling

SOURCE : William G. Cochran.(1977).Sampling Techniques, 3rd Edition.Wiley.

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