Sampling
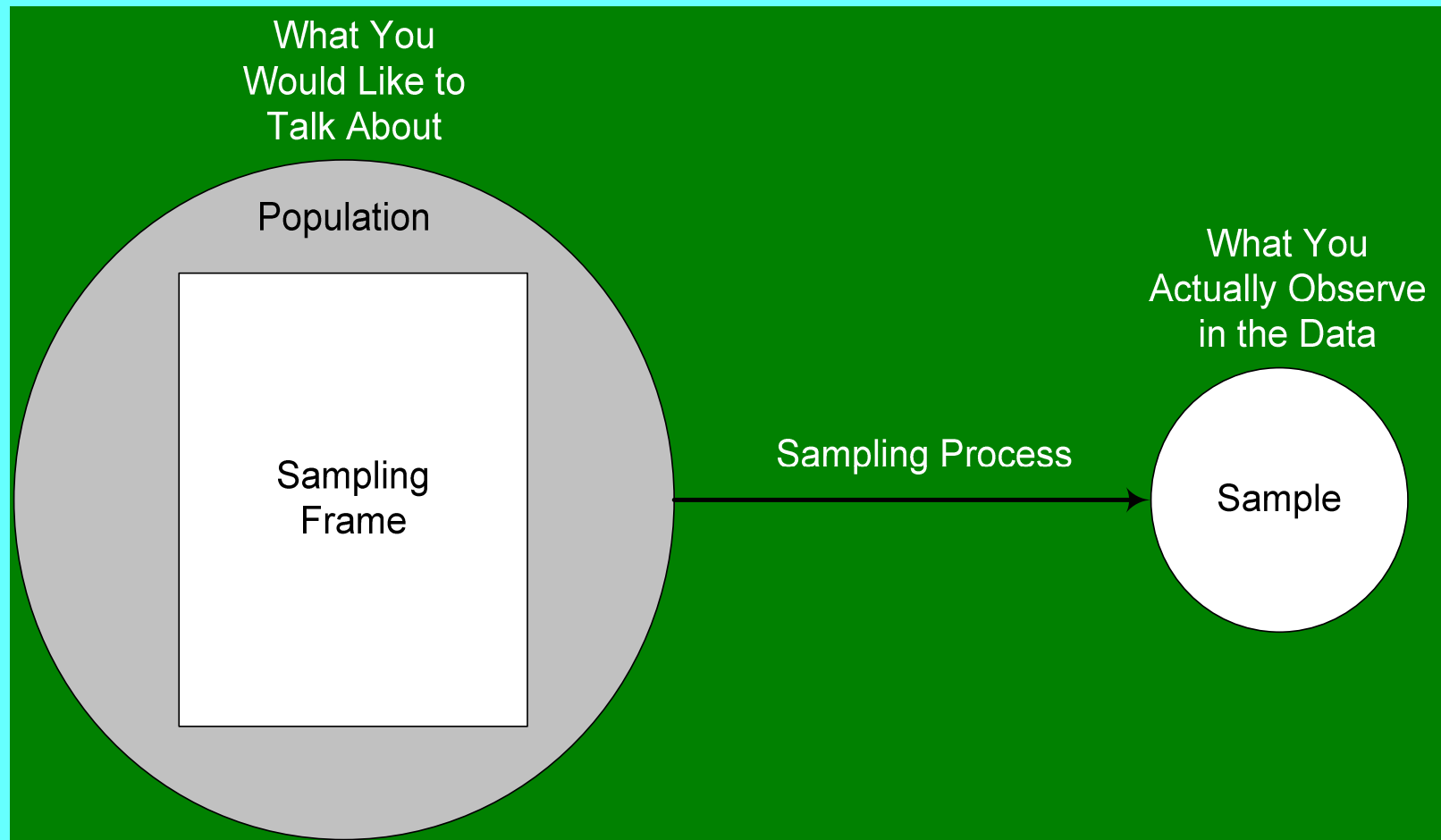
Sampling

Sampling is the process of choosing cases (respondents, subjects, informants) for a study.

The Logic of Sampling

What You Would Like to Talk About

Population

Sampling Frame

What You Actually Observe in the Data

Sampling Process

Sample

Sampling Terminology

Population

Sampling Frame

Element or Case

Population Parameter

Statistic

Representative

Random

Defining a Population

Characteristics of a Good Definition:

- Unit of Analysis

- Geographical Location

- Temporal Boundaries

Sampling Processes:
Qualitative Research

Qualitative researchers generally use <u>nonprobability</u> or <u>purposeful</u> samples. These sampling processes give the researcher latitude in choosing subjects he/she wants to observe.

Sampling Procedures: Qualitative Research

(1) Haphazard/Accidental/Convenience

(2) Quota

(3) Purposive/Judgmental

(4) Snowball

(5) Deviant Case

(6) Sequential

(7) Theoretical

Sampling Processes: Quantitative Research

Quantitative researchers typically use probability samples. The primary objective is to select a sample that is <u>representative</u> of (i.e. that looks like) the population. Random samples must be chosen following specific procedures.

Sampling Procedures: Quantitative Research

(1) Simple Random

(2) Systematic

(3) Stratified

(4) Cluster

(5) Random-Digit Dialing