Sampling
Sampling

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

Population

Sampling Frame

Sampling Process

What You Would Like to Talk About

Sample

What You Actually Observe in the Data
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 nonprobability or purposeful 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 representative 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