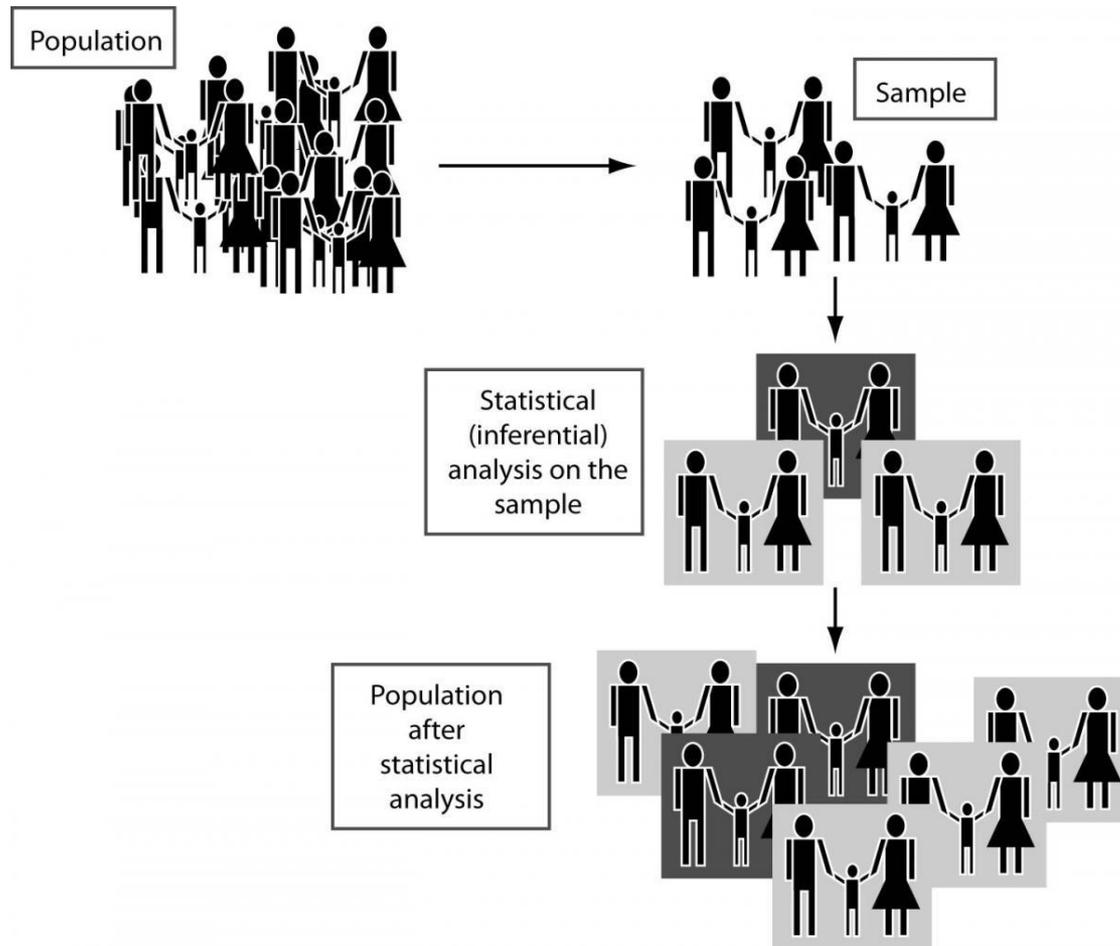
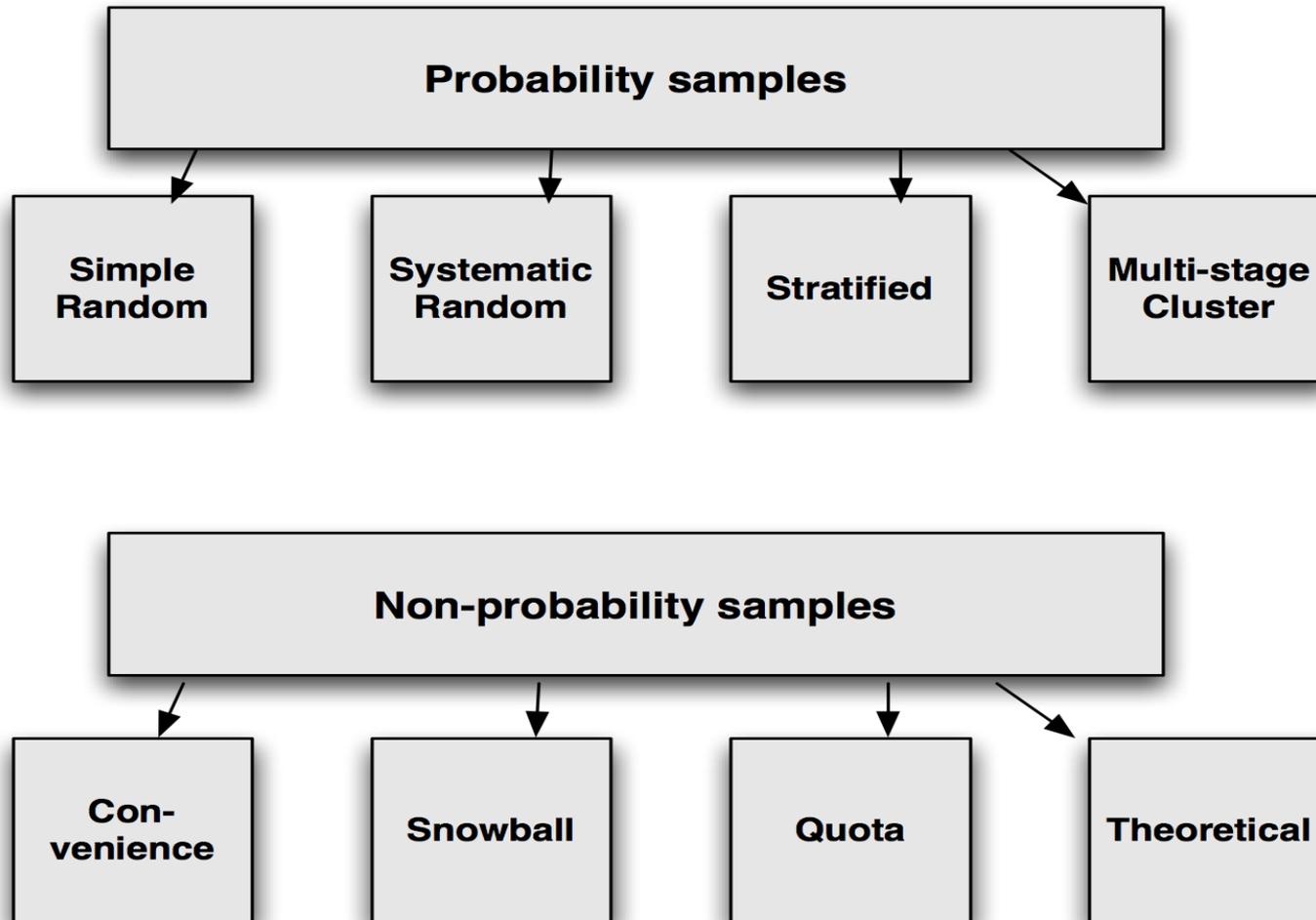


SAMPLING METHODS

What exactly IS a “sample”?



Types of samples



Simple Random Sam



- ❑ Get a list or “sampling frame”
 - a. This is the hard part! It must not systematically exclude anyone.
- ❑ Generate random numbers
- ❑ Select one person per random numbers

Systematic Random Sample

- ❑ Select a random number, which will be known as k
- ❑ Get a list of people, or observe a flow of people (e.g., pedestrians on a corner)
- ❑ Select every k th person
 - Careful that there is no systematic rhythm to the flow or list of people.
 - If every 4th person on the list is, say, “rich” or “senior” or some other consistent pattern, avoid this method



Stratified Random Sample

1. Separate your population into groups or “strata”
2. Do either a simple random sample or systematic random sample from there
 - a. Note you must know easily what the “strata” are before attempting this
 - b. If your sampling frame is sorted by, say, school district, then you’re able to use this method

Multi-stage Cluster Sample

- ❑ Get a list of “clusters,” e.g., branches of a company
- ❑ Randomly sample clusters from that list
- ❑ Have a list of, say, 10 branches
- ❑ Randomly sample people within those branches
 - This method is complex and expensive

The Convenience Sample

Find some people that are easy to find

The Snowball Sample

- ❑ Find a few people that are relevant to your topic.
- ❑ Ask them to refer you to more of them.

The Quota Sample

- Determine what the population looks like in terms of specific qualities.
- Create “quotas” based on those qualities.
- Select people for each quota.

The Theoretical Sample

- **It** is the process of data collection for generating theory whereby the analyst jointly collects codes and analyses data and decides what data to collect next and where to find them, in order to develop a theory as it emerges.
- The initial stage of data collection depends largely on a general subject or problem area, which is based on the analyst's general perspective of the subject area.