Sampling Methods

Simple Random Sampling

A randomly selected subset of a population. In this sampling method, each member of the population has an exactly equal chance of being selected, minimising the risk of selection bias.

This method is the most straightforward of all since it only involves a single random selection and requires little advance knowledge about the population. Because it uses randomisation, any research performed on this sample should have high internal and external validity.

Stratified Sampling

Sampling specific proportions of individuals from various subpopulations (strata) in the larger population. It is meant to ensure that the subjects selected will be representative of the population of interest.

Systematic Sampling

A type of probability sampling method in which sample members from a larger population are selected according to a random starting point but with a fixed, periodic interval. This interval, called the sampling interval, is calculated by dividing the population size by the desired sample size.

Cluster Sampling

A probability sampling method in which you divide a population into clusters, such as districts or schools, and then randomly select some of these clusters as your sample. The clusters should ideally each be mini-representations of the population as a whole.

Quota Sampling

A non-probability sampling method that relies on the non-random selection of a predetermined number or proportion of units. This is called a quota. You first divide the population into mutually exclusive subgroups (called strata) and then recruit sample units until you reach your quota.

Convenience Sampling

Convenience sampling is a non-probability sampling method where units are selected for inclusion in the sample because they are the easiest for the researcher to access. This can be due to geographical proximity, availability at a given time, or willingness to participate in the research.

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