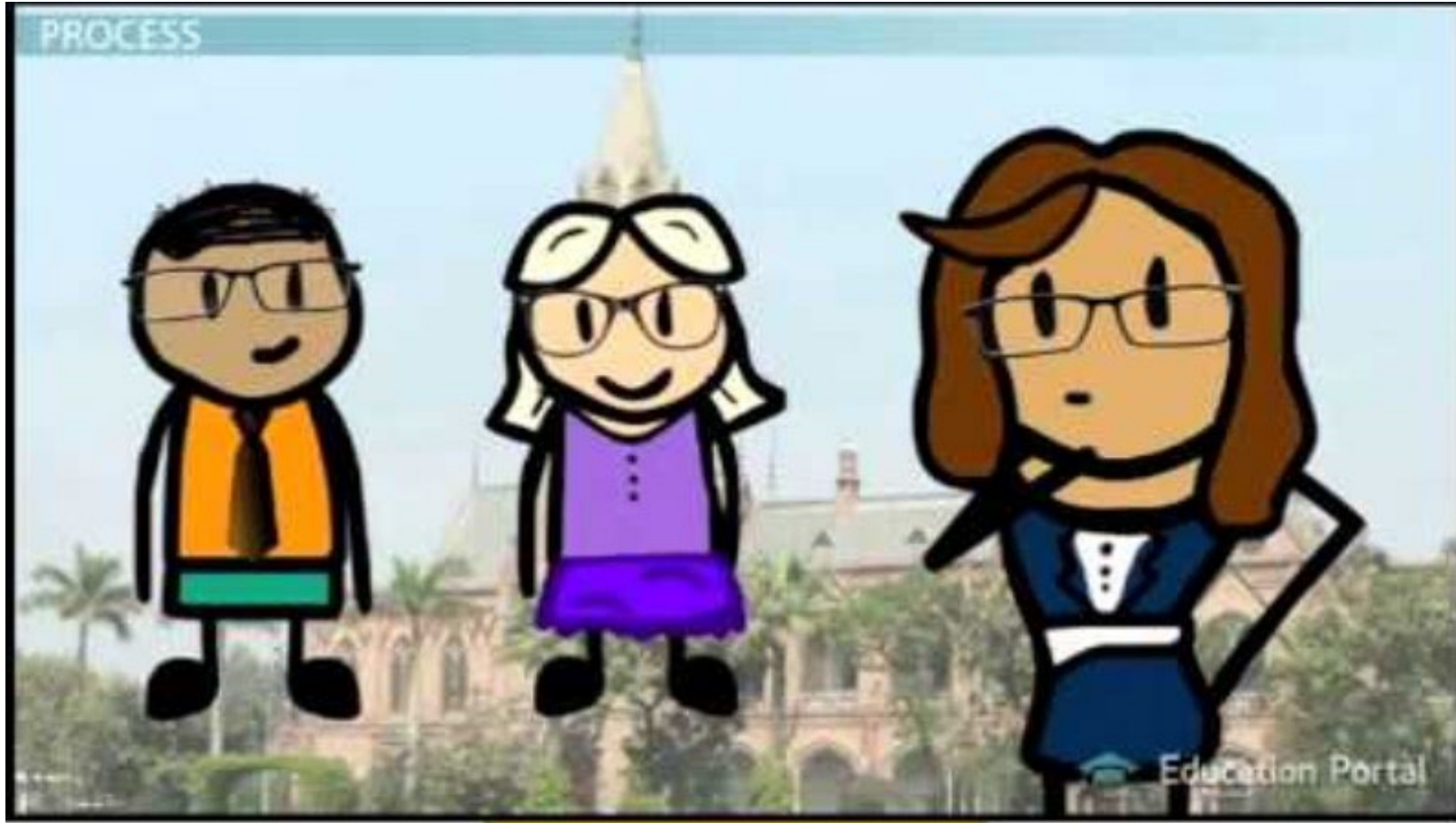


Sampling Methods

Key Words

- **Population:** The group of people that you are interested in studying and drawing conclusions about.
- **Sampling Method:** The process whereby researchers choose their sample.
- **Sampling Frame:** The group of people from which a researcher draws a sample.
- **Sampling Methods:** The techniques used to select a group of people.
- **Sample:** Participants in a study.

What is Sampling in Research?



Steps of Sampling

1. Identify the population of interest.
2. Specify a sampling frame.
3. Specify a sampling method.
4. Determine the sample size.
5. Implement the plan.

Sampling Method

Probability Sampling vs. Nonprobability Sampling

- **Probability Sampling** - Probability sampling is a sampling technique where every member of the population has a known chance of being selected.
 - This means that each member has an equal opportunity to be chosen, and the selection is based on the principles of randomness.
- **Nonprobability Sampling**—Nonprobability sampling is a sampling method where not everyone in the population has an equal chance of being selected.
 - This means some individuals may have a higher chance of being chosen than others.

Activity

Our Sampling Method (Nonprobability)

- Purposeful Snowball Sampling
 - Purposeful snowball sampling is a method where you start with a few participants and then use their networks to find more participants. It's useful when you're studying a hard-to-reach or specialized group.
- Voluntary Response Sampling
 - Voluntary response sampling is when people choose themselves to be part of a survey or study. It's like raising your hand to participate in something. This method can lead to biased results because those who volunteer might have different opinions or experiences than those who don't.



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