Random Sampling Methods

Simple random sampling?
• Every member of the population has an equal and independent change of being selected.

Stratified random sampling?
• Subgroups are selected for the sample in the same proportion as they exist in the population.

Cluster random sampling?
• Selection of groups of subjects rather than individuals.

Two-stage random sampling?
• Combination of cluster random sampling with individual random sampling.

Non-random Sampling Methods

• **Systematic sampling**: every nth individual in the population is selected for the sample.

• **Convenience sampling**: individuals who are (conveniently) available.

• **Purposive sampling**: sample is based on personal judgment.
Notes on Populations and Sampling

1) What’s a population
   • Group to which one hopes to apply results.

2) What’s a target population?
   • Actual population to which researcher would really like to generalize.

3) What’s the accessible population?
   • Population to which researcher is able to generalize.

4) What’s a sample?
   • Any group on which or from which information is obtained.
   • Must define the population of interest prior to selecting a sample.

5) Remember your personal research problem?
   Suppose you were going to do related research?
   • How would you describe you population of interest?
   • Reflect & write down your thoughts here: