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SAMPLING (part 2)

2- Sampling methods

There are two types of sampling methods: non-probability and probability sampling.

a) Non probability sampling:

It relies on the selection of elements having specific criteria which means that some members have no chance of being chosen. It includes four types of samples: convenience, purposive, snowball and quota sampling.

- Convenience sampling implies obtaining data from those persons encountered in the street.

- Purposive sampling means the selection of a sample according to the purposes of research.

- Snowball sampling is based on a small number of people who provide information about other persons.

- Quota sampling is often used in market research; it implies dividing the population into subgroups to select elements depending on specific proportions.

b) Probability sampling:

It is also called random sampling. It implies that every member of the population has the chance of being selected. It includes four types of samples: simple random, systematic, cluster and stratified sampling.

- Simple random sampling involves picking samples at random.

- Systematic sampling uses the technique based on the sampling interval which equals N/n.

- Cluster sampling means dividing the population into groups or clusters.

- Stratified sampling relies on the organization of the population into categories.

3- The characteristics of a sample:

An appropriate sample should have three main characteristics: representativeness, generalizability and homogeneity.

a) Representativenes means that the sample has to include the same characteristics of the population.

b) Generalizability implies that the sample should enable the researcher to generalize the research results to the larger population.

c) Homogeneity means that the sample includes members that are alike.

References:

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