

Level: Master 1 (Didactics)

Module: Methodology in Assessment and Testing

Sampling

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Sampling

Sampling is a very important process in research as the choice of the appropriate sample determines the value of the collected data and the success of the study. There are two sampling paradigms: information-rich and representative sampling paradigm.

Sampling Paradigms

- ◆ The information-rich sampling paradigm focuses on the samples that are rich with data. It takes into consideration the quality of information and relies on transferability which means providing data to the readers who will make a judgement about the value of the research results.

Sampling Paradigms

- ◆ The representative sampling paradigm focuses on the sample that is representative of a larger population. It attempts to generalize the research findings. It is concerned with generalization but it may be based on transferability.

Sampling Paradigms

- ◆ In fact, the choice of a sampling paradigm is related to the purpose of the study. Moreover, the researcher has to take into consideration the type of sampling methods that is suitable to the objectives of the undertaken study.
- ◆ There are two types of sampling methods: non-probability and probability sampling.

Sampling Methods

◆ 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.

Sampling Methods

- ❑ 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 target population into subgroups to select elements depending on specific proportions.

Sampling Methods

◆ *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.

Sampling Methods

- ❑ ***Simple random sampling*** means picking samples at random.
- ❑ ***Systematic sampling*** uses a technique based on the sampling interval.
- ❑ ***Cluster sampling*** involves sub-groups or clusters of participants.
- ❑ ***Stratified sampling*** relies on the organization of the population into categories

The Characteristics of a Sample

- ◆ The selected sample should possess a set of features in order to be considered as appropriate. The sample size is also an issue that should be taken into account.
- ◆ An appropriate sample should have three main characteristics: representativeness, generalizability and homogeneity.

The Characteristics of a Sample

- ◆ Representativeness means that the sample has to include the same characteristics of the target population.
- ◆ Generalizability implies that the sample should enable the researcher to generalize the research results to the larger population.
- ◆ Homogeneity means that the sample includes members that are alike.

References

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- ◆ Perry, Fred. (2005). *Research in Applied Linguistics: Becoming a Discerning Consumer*. New Jersey: Lawrence Erlbaum Associates.