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SAMPLING (part 1)

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.

1- Sampling paradigms:

The information-rich sampling paradigm focuses on the samples that are rich with information. 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.

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.

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. 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.

References:

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