

**Level : Master I (LS)**

**Module : Methodology in Social Sciences**

# ***Sampling***

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# *Sampling*

- Sampling represents a very significant procedure in research since the selection of the appropriate sample determines the quality of the gathered information and the success of the study.

# Sampling Paradigms

- 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 information. It 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. It is an important step that has to be taken into account. The selection of the appropriate sampling paradigm represents a vital factor that can affect the success of the research process.

# Sampling Methods

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

# ***Non-probability Sampling***

- *Non-probability sampling* 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.



## ***Non-probability 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 target population into subgroups to select elements depending on specific proportions.

# *Probability Sampling*

- *Probability sampling* 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.

## ***Probability Sampling***

- ***Simple random sampling*** means picking samples at random.
- ***Systematic sampling*** uses the 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

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

- **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.

# *Sampling*

- When selecting a sample, the researcher should focus on the criteria that determine the appropriateness of the sampling method. He/she should give importance to the main characteristics of a good sample. The sample size is also an issue that should be taken into consideration.

# References

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