

Types of Sampling Methods

Probability Sampling

Probability sampling utilizes random sampling techniques to create a sample. This group of sampling methods give all the members of a population equal chances of being selected.

Types of Probability Sampling:

SIMPLE RANDOM SAMPLING

It is a fully random method of selecting subjects. All you need to do is ensure that all the subjects of a population are on the list and then randomly select the desired number of subjects.



Non-probability Sampling

It is a group of sampling techniques where the samples are collected in a way that does not give all the units in the population equal chances of being selected. Probability sampling does not involve random selection at all.

Types of Non-probability Sampling:

CONVENIENCE SAMPLING

As the name suggests, this method involves collecting units that are the easiest to access: your local school, the mall, your nearest church and etc. It forms an accidental sample.

STRATIFIED RANDOM SAMPLING

Involves the division of a population into smaller groups, called 'strata'. Then the researcher randomly selects the final items proportionally from the different strata.



QUOTA SAMPLING

It aims to create a sample where the groups (e.g. males vs. females workers) are proportional to the population. The population is divided into groups and the samples are gathered from each group to meet a quota.

SYSTEMATIC SAMPLING

It is appropriate if we have a list of subjects arranged in a systematic order such as geographical order. The process includes first selecting a starting point in the population and then performing subsequent observations by using a constant interval between samples taken.



JUDGMENT SAMPLING

It is a sampling methodology where the researcher selects the units of the sample based on their knowledge. The selection includes nothing but purposely hand picking units from the population based on the researcher's knowledge.

CLUSTER RANDOM SAMPLING

It randomly selects members from a list that is too large. Cluster sampling design is used when natural groups occur in a population. The entire population is subdivided into clusters (groups) and random samples are then gathered from each group.



SNOWBALL SAMPLING

It is a method where researcher recruits other individuals for the study. This method is used only when the population is very hard-to-reach. For example, these include populations such as working prostitutes and current heroin users.