Key Words:

|  |  |
| --- | --- |
| Sample |  |
|  | Everybody in the group that is to be studied. |
| Strata |  |

Why have a sample?

Samples are necessary as researcher's rarely have time and money to spend on studying the entire population. Also we may not be able to access the entire population or they may not be willing to take part.

Researchers aim to produce representative samples but this is not always achievable.

Things to consider before we start a sample:



Sampling Frame:

Problems with Sampling Frames:



Types of Samples:

|  |  |  |  |
| --- | --- | --- | --- |
| Name | Definition | Strengths | Weaknesses |
| Random Samples |  |  |  |
| Systematic Samples |  |  |  |
| Stratified Samples |  |  |  |
| Quota Samples |  |  |  |
| Snowball Samples |  |  |  |
| Volunteer Samples |  |  |  |