

What is Non-Probability Sampling?

The non-probability sampling method is a technique in which the researcher selects the sample based on subjective judgment rather than the random selection. In this method, not all the members of the population have a chance to participate in the study.

Non-Probability Sampling Types

Non-probability Sampling methods are further classified into different types, such as convenience sampling, consecutive sampling, quota sampling, judgmental sampling, snowball sampling. Here, let us discuss all these types of non-probability sampling in detail.

Convenience Sampling

In a convenience sampling method, the samples are selected from the population directly because they are conveniently available for the researcher. The samples are easy to select, and the researcher did not choose the sample that outlines the entire population.

Example:

In researching customer support services in a particular region, we ask your few customers to complete a survey on the products after the purchase. This is a convenient way to collect data. Still, as we only surveyed customers taking the same product. At the same time, the sample is not representative of all the customers in that area.

Quota Sampling

In the quota sampling method, the researcher forms a sample that involves the individuals to represent the population based on specific traits or qualities. The researcher chooses the sample subsets that bring the useful collection of data that generalizes the entire population.

Purposive or Judgmental Sampling

In purposive sampling, the samples are selected only based on the researcher's knowledge. As their knowledge is instrumental in creating the samples, there are the chances of obtaining highly accurate answers with a minimum marginal error. It is also known as judgmental sampling or authoritative sampling.

Snowball Sampling

Snowball sampling is also known as a chain-referral sampling technique. In this method, the samples have traits that are difficult to find. So, each identified member of a population is asked to find the other sampling units. Those sampling units also belong to the same targeted population