What is Snowball Sampling?

- It is a recruitment technique where researcher select initial one or two members as sample. Then these initial participants identify/refer other members.
- Researcher will keep on selecting sample elements through referrals until desired sample size achieved. Hence researcher get sample through a chain.
- It is also known as chain sampling, referral sampling, chain-referral sampling, friend to friend sampling, network sampling.

When to Use Snowball Sampling?

- When researcher doesn't have complete list of population and it is difficult to locate members of population.
- Where population is unknown and rare.
- When samples with target characteristics are not easily accessible.
- For example: People with rare disease like HIV/AIDs
  Sex workers
  Drug users
  Homeless people
  Illegal migrants etc.

Steps in Snowball Sampling

Identify one or two initial subjects in the population

Ask them to provide information about other subjects (people) having similar traits of study

Then ask those other people to provide information about more people.

Types of Snowball Sampling

1. Linear Snowball Sampling

One member provides information about only one another member and this chain continuous till researcher reaches desired sample size.

2. Exponential Non-Discriminative Snowball Sampling

In this, initial participants provide multiple referrals. And each new referral again provides information about more members.

3. Exponential Discriminative Snowball Sampling

In this, Initial subjects give multiple referrals but only one subject is selected among them. The one which is best suitable to nature of the study. This process continuous till researcher reaches desired sample size.

Stratified Sampling (I)

- **The chosen sample is forced to contain units from each of the segments, or strata, of the population**

- **Steps:**
  - **Population is divided into strata based on an appropriate population characteristic.**
  - **Simple random samples are then drawn from each stratum.**

Stratified Sampling (II)

- **Direct Proportional Stratified Sampling**
  - **The sample size in each segment is proportional to the segment size in the population**

- **Disproportional Stratified Sampling**
  - **The sample size in each segment is NOT proportional to the segment size in the population**
  - **Used if**

  1) some segments are too small

  2) some segments are more important than others

  3) some segments are more diversified than others