

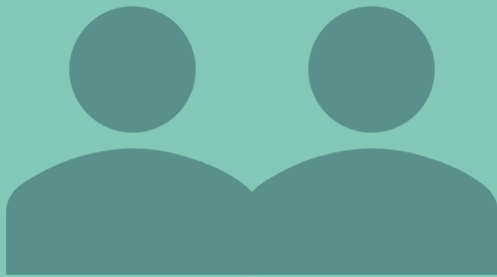


Get a sample that is as random and representative as possible

Week 2 HRA2

How do you select the right people to interview such that you can answer your research question?

You're working as GM for a Myriad Hotel.
The bosses Charles & Stefan are visiting.
They ask you: 'What can we do at our Myriad hotels to increase guest satisfaction?'



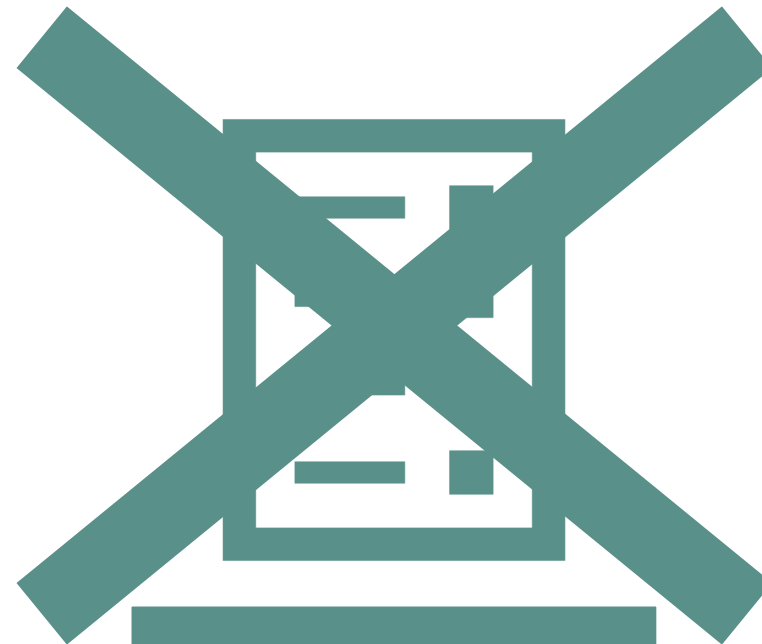
There are 54 rooms/guests
48 deluxe suits and 6 executive suites
18 business guests and 34 leisure guests

Interviewing
Budget & Time constraints

Get a sample that is as random and representative as possible



Probability Sampling



Non-Probability Sampling

Get a sample that is as random and representative as possible

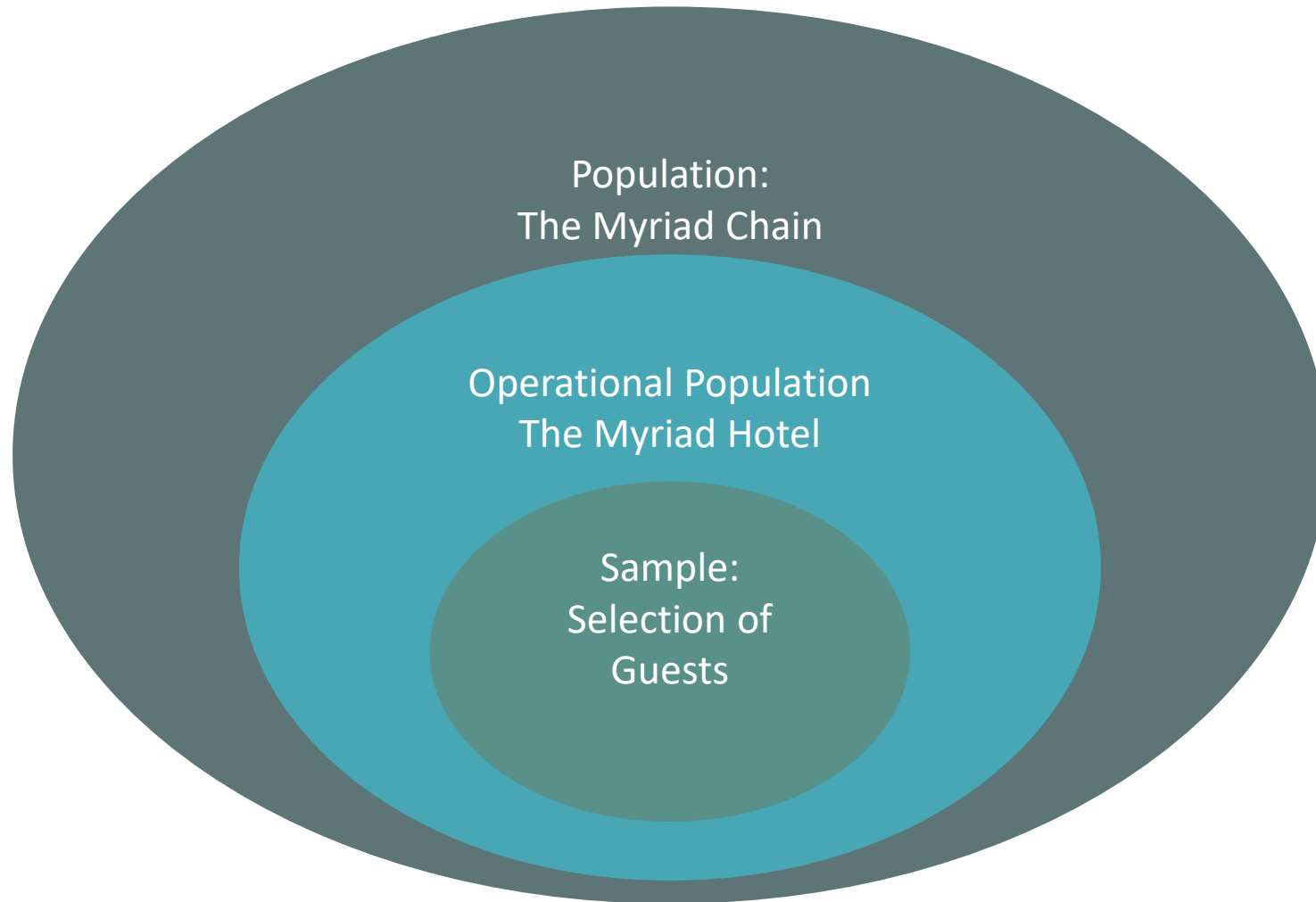


Probability Sampling

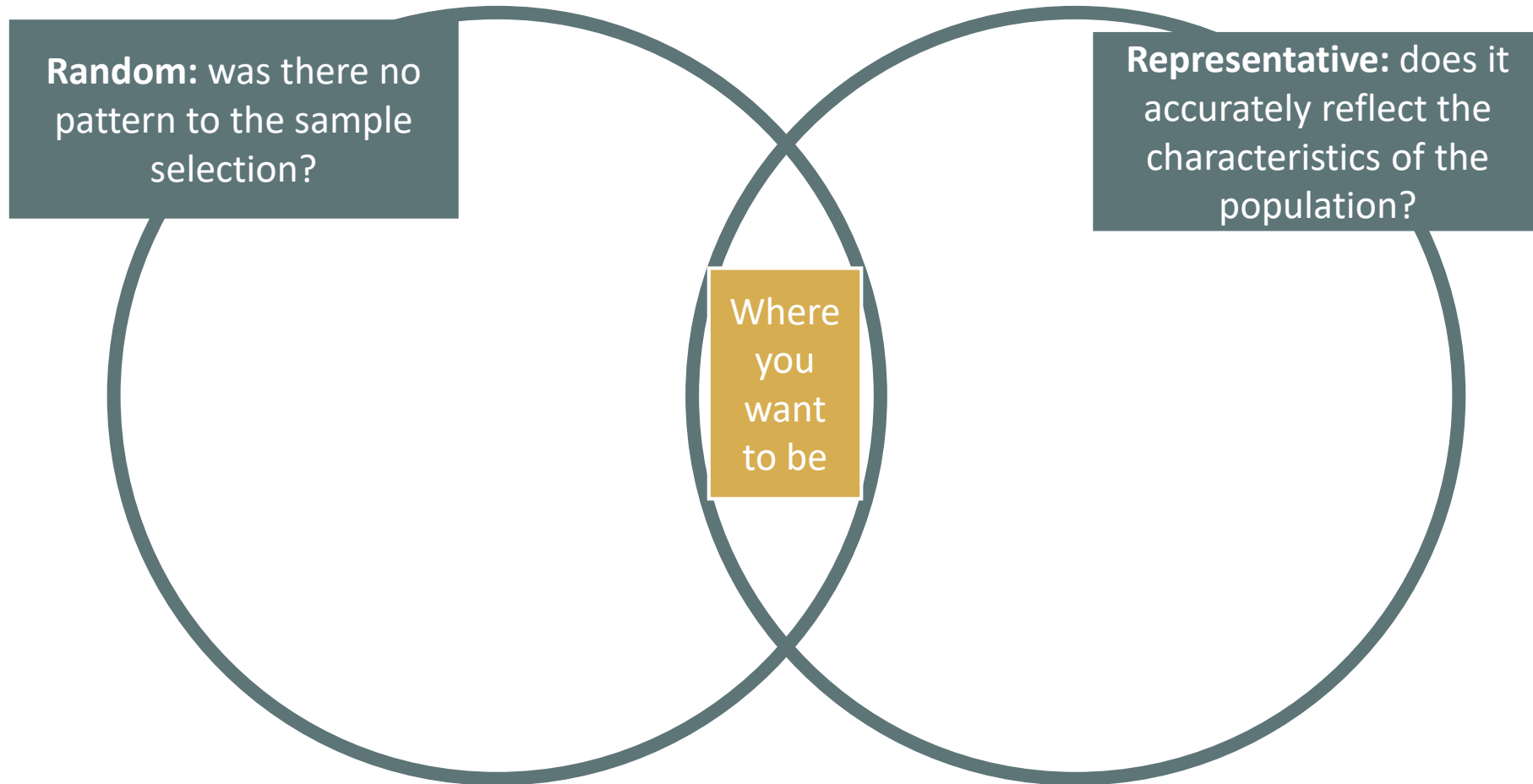


Non-Probability Sampling

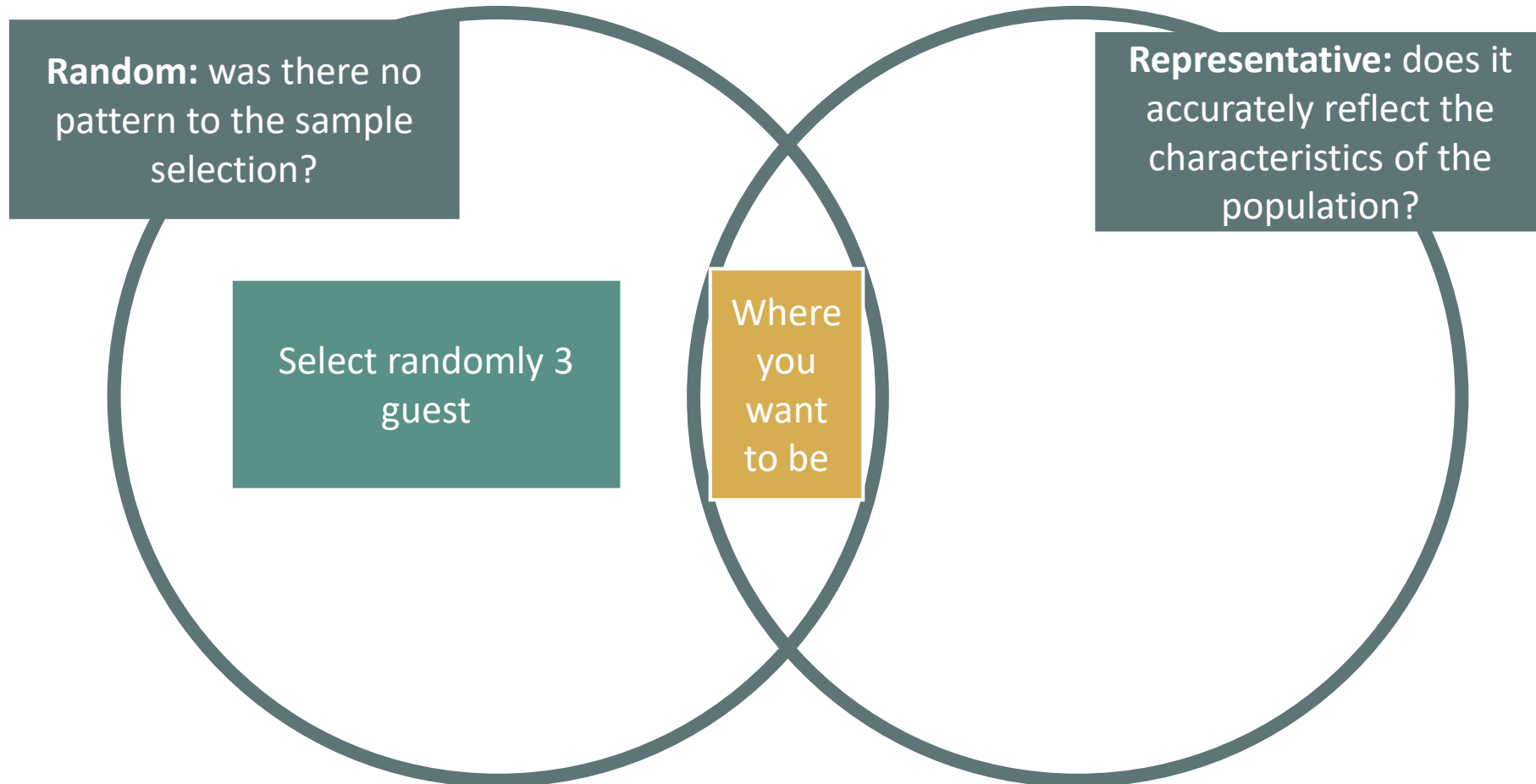
Sample: a selection of respondents



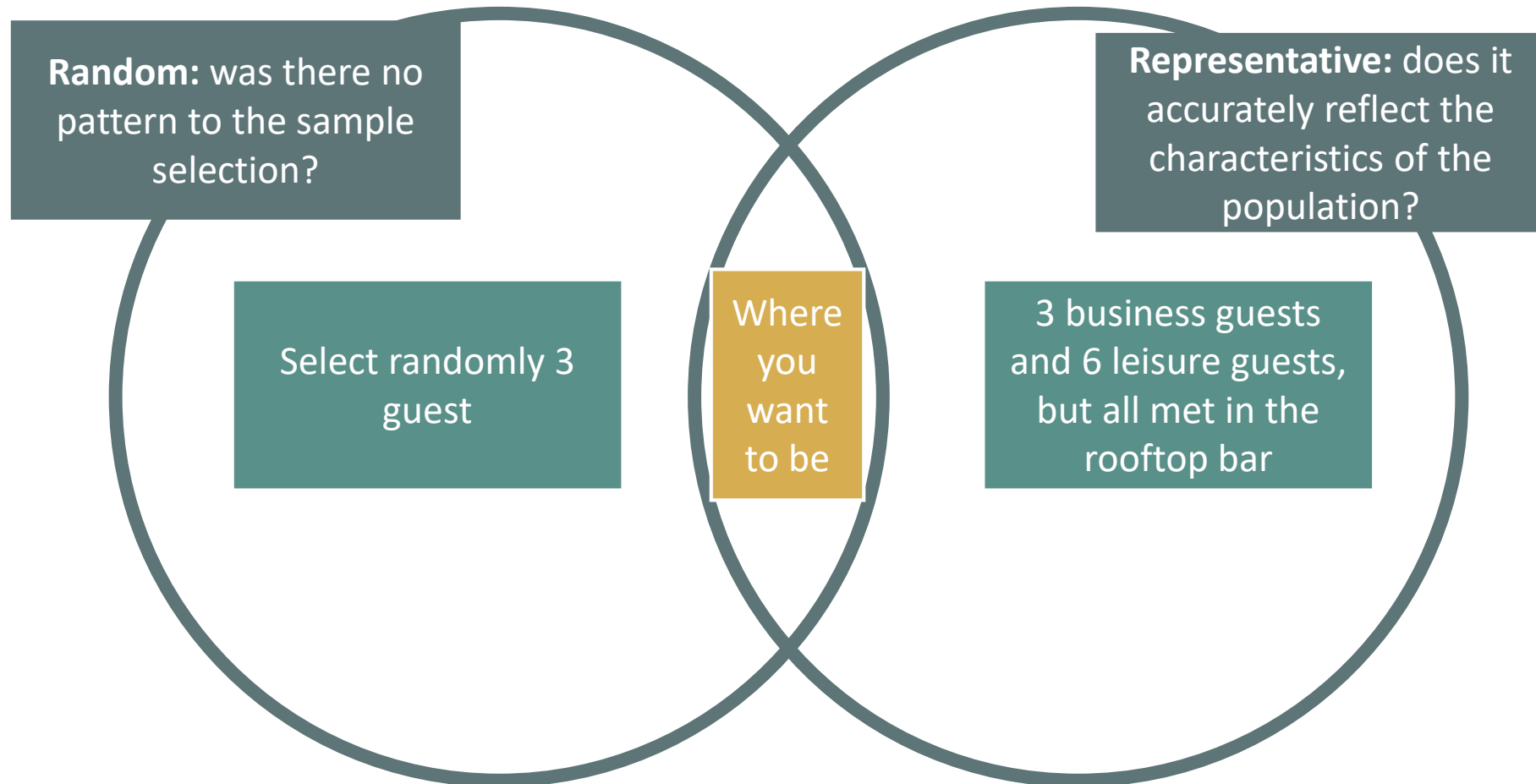
Be aware of the randomness & representativeness of your sample and sampling method



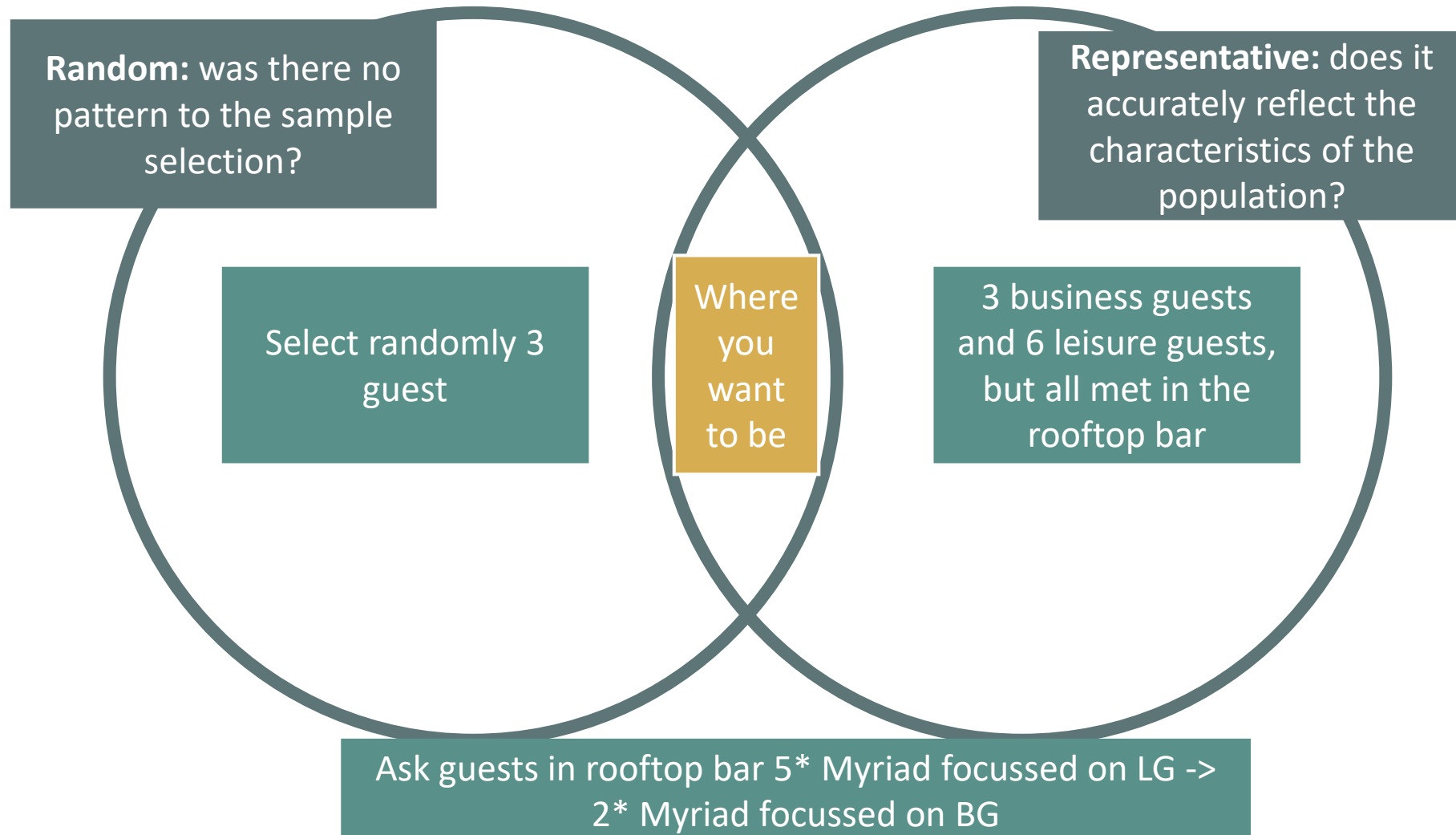
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Be aware of the randomness & representativeness of your sample and sampling method



Get a sample that is as random and representative as possible

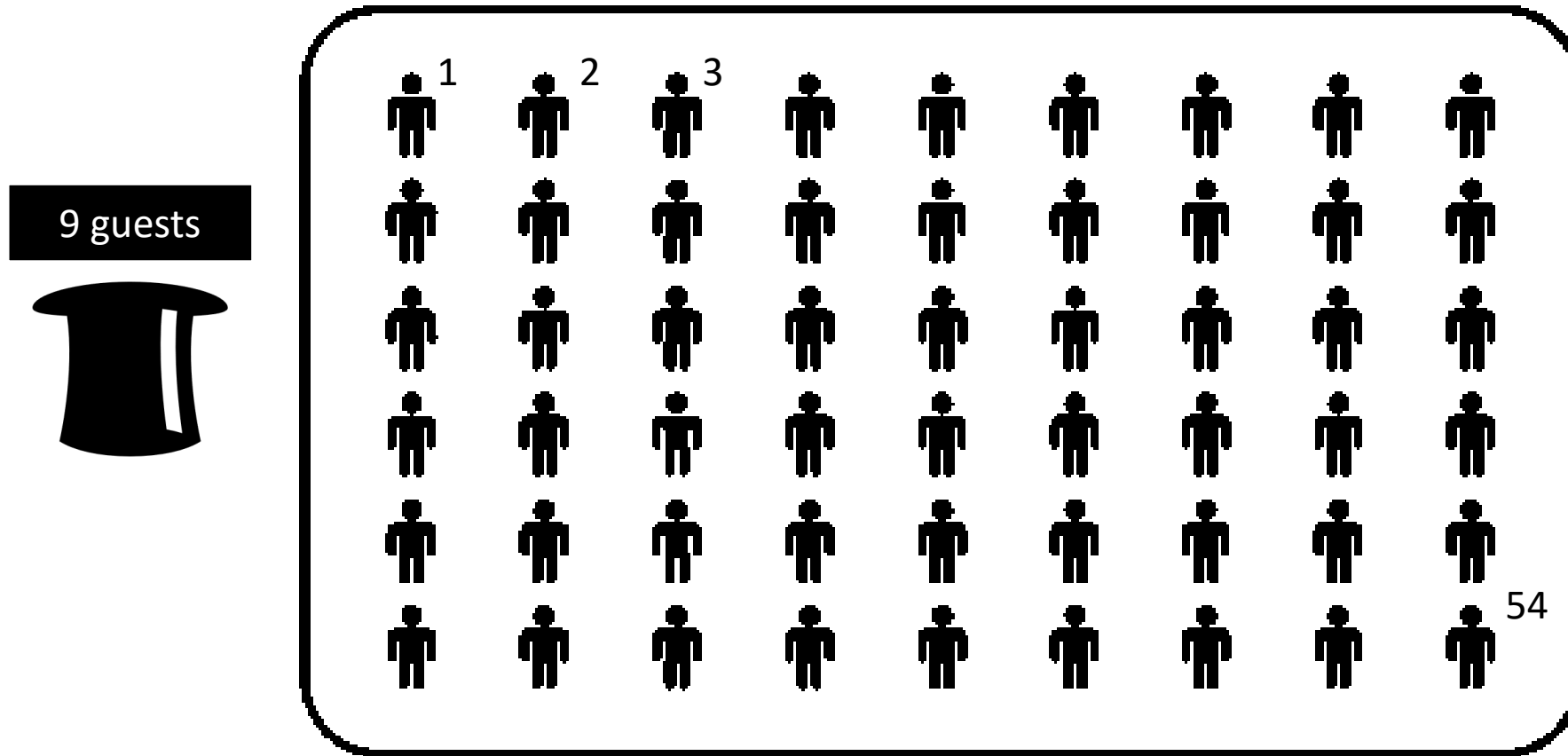


Probability Sampling

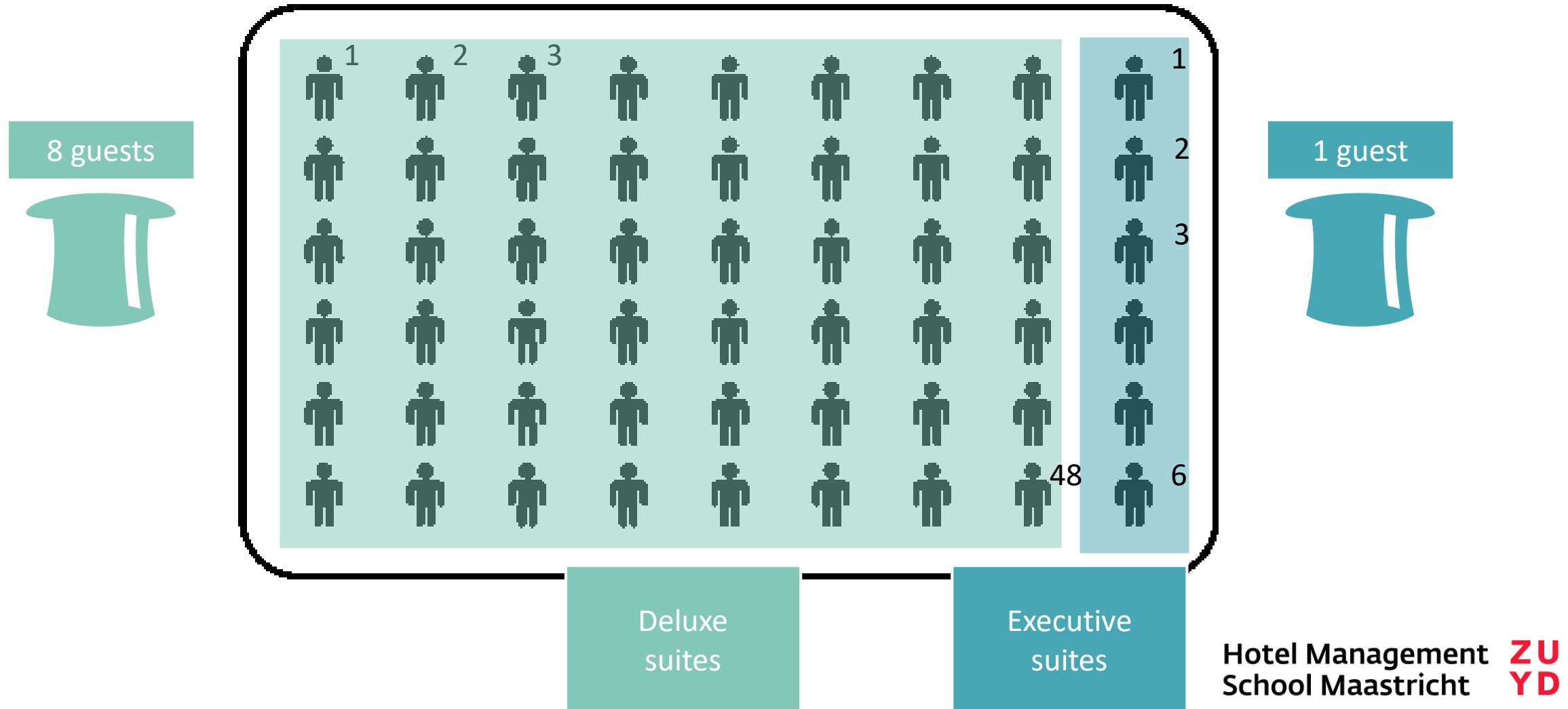


Non-Probability Sampling

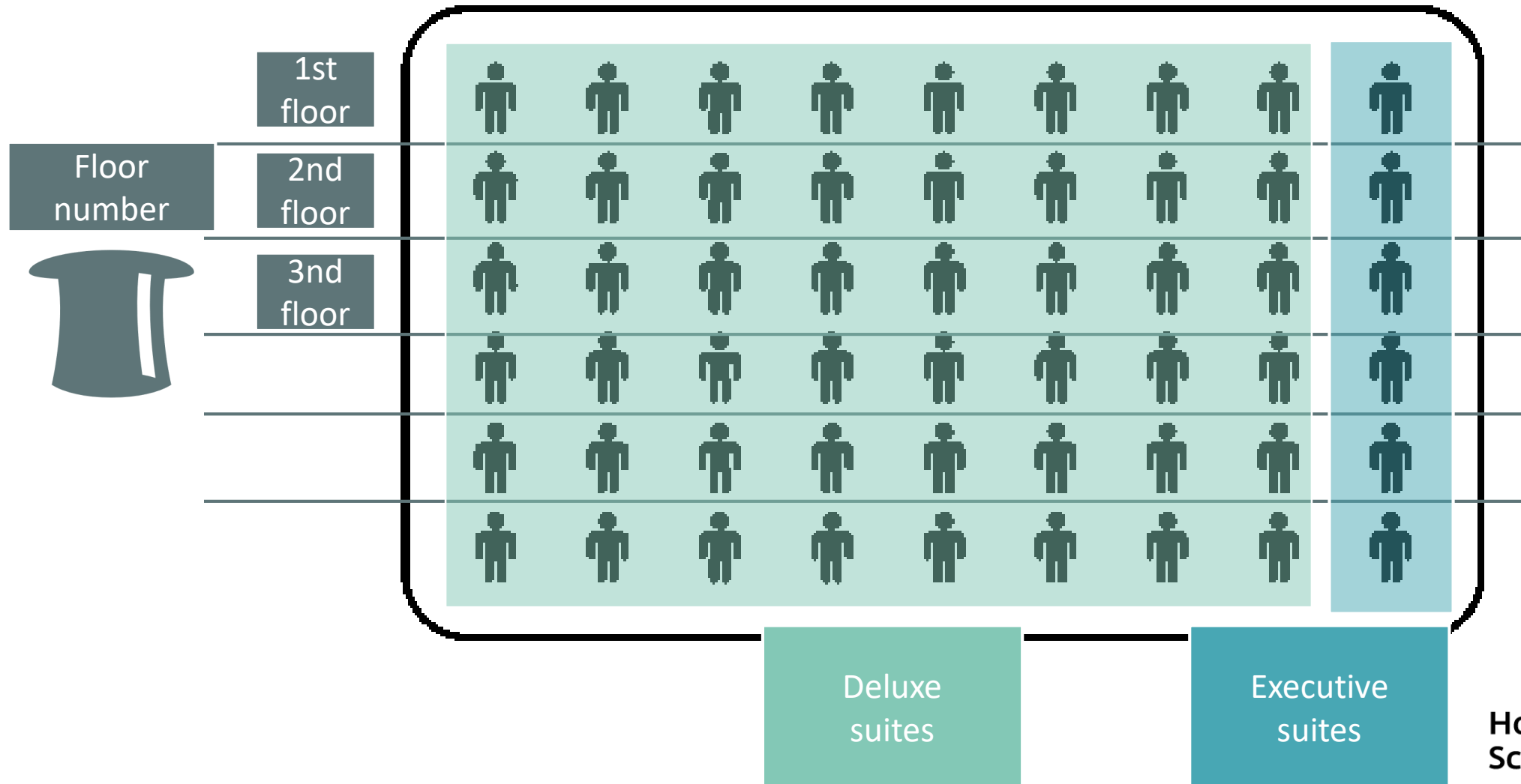
Simple Random Sampling



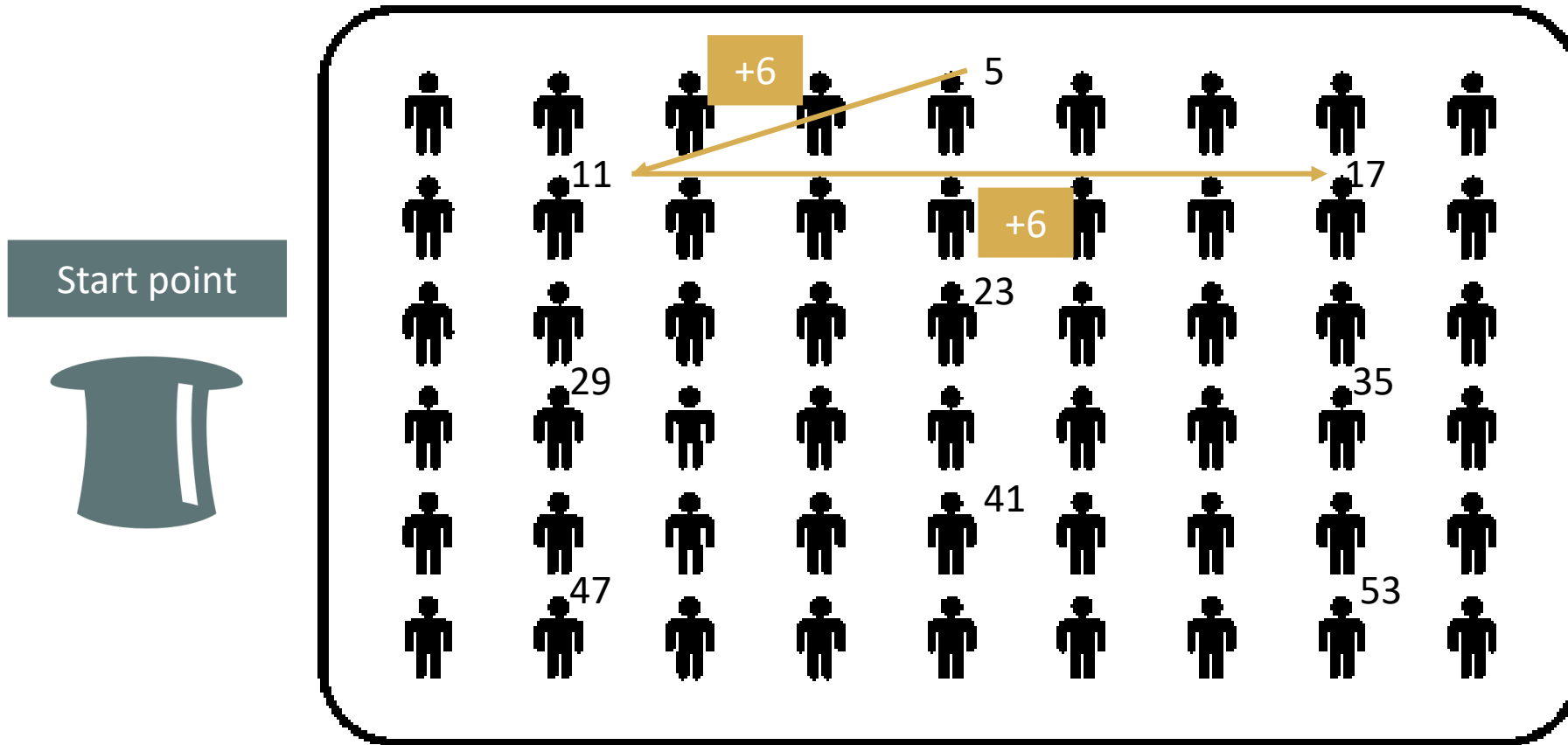
Stratified Sampling



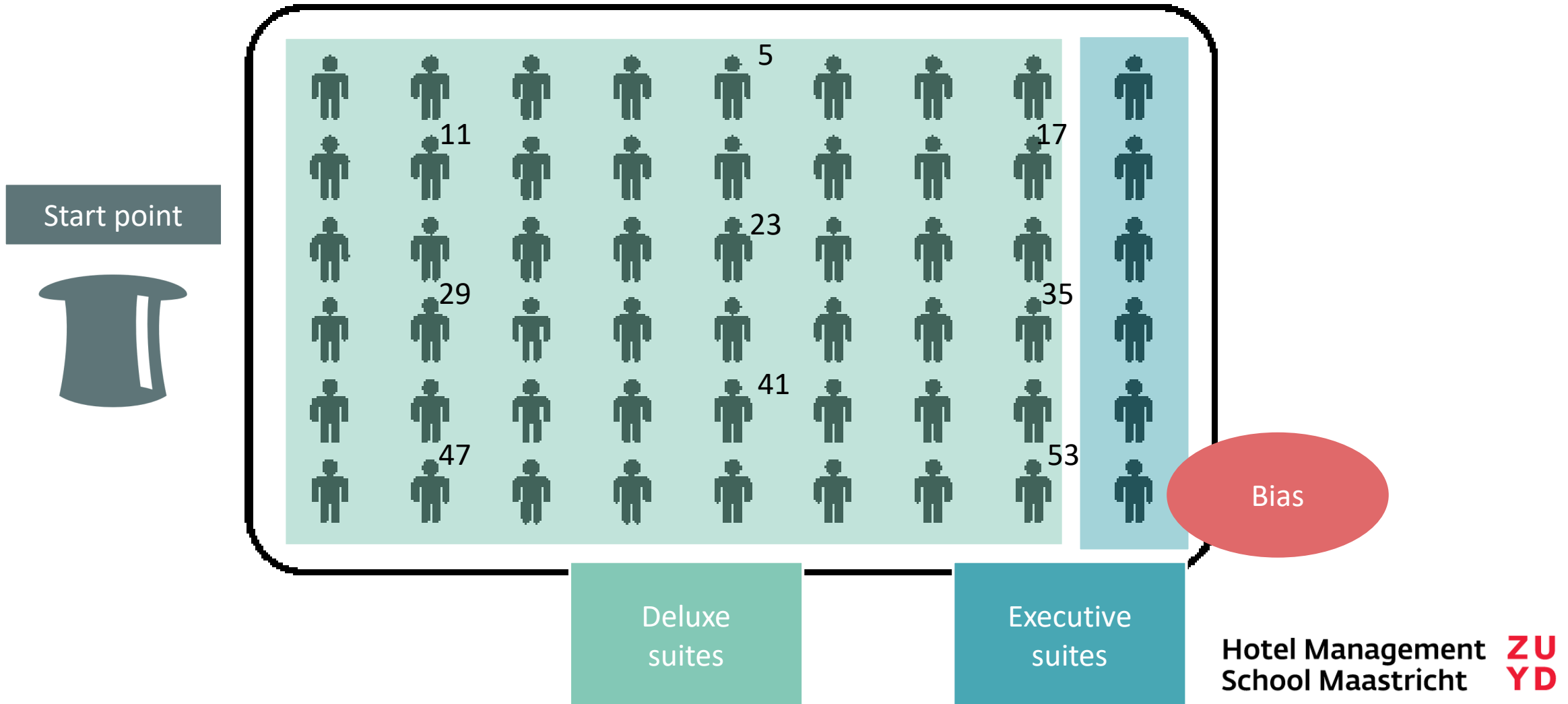
Clustered Sampling



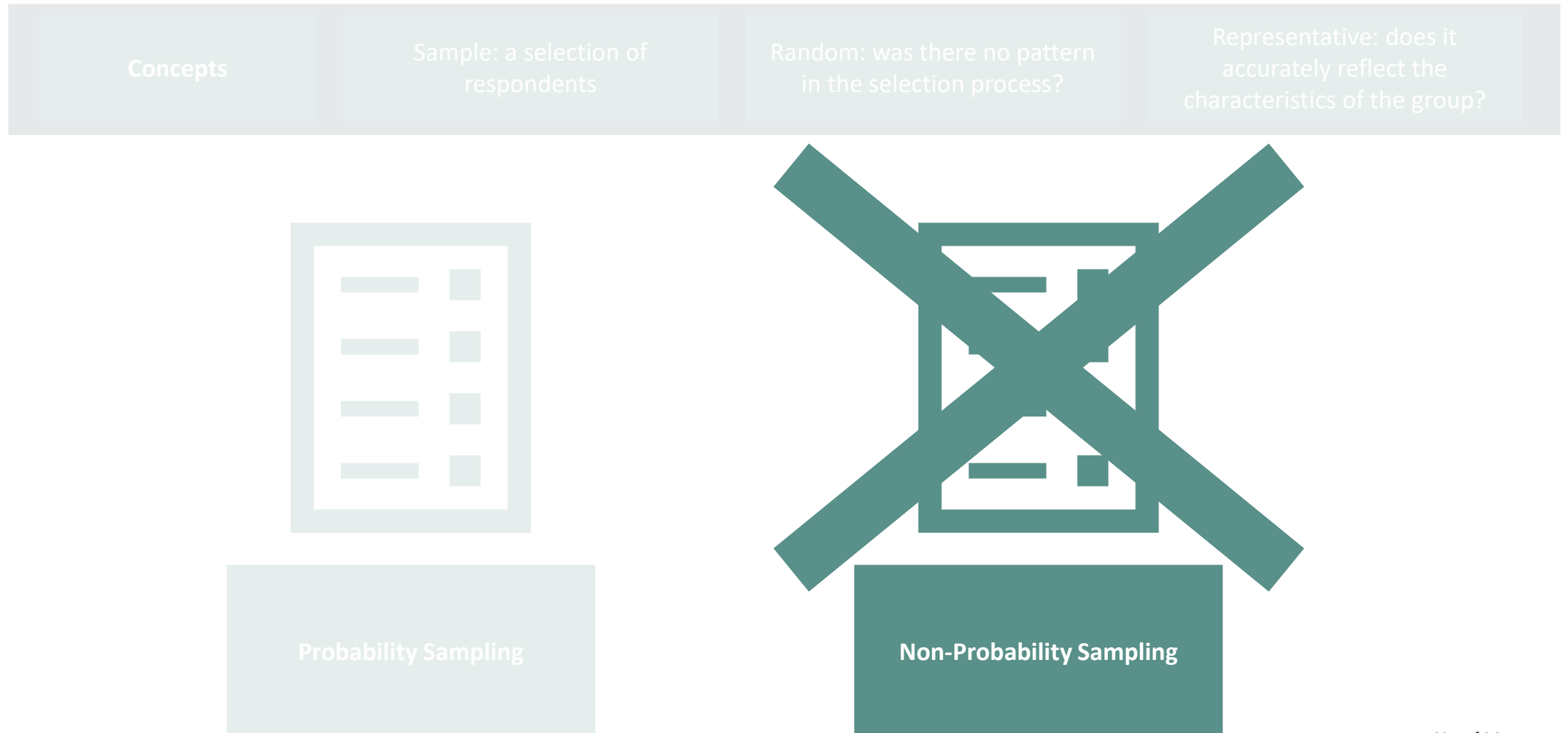
Systemic Sampling



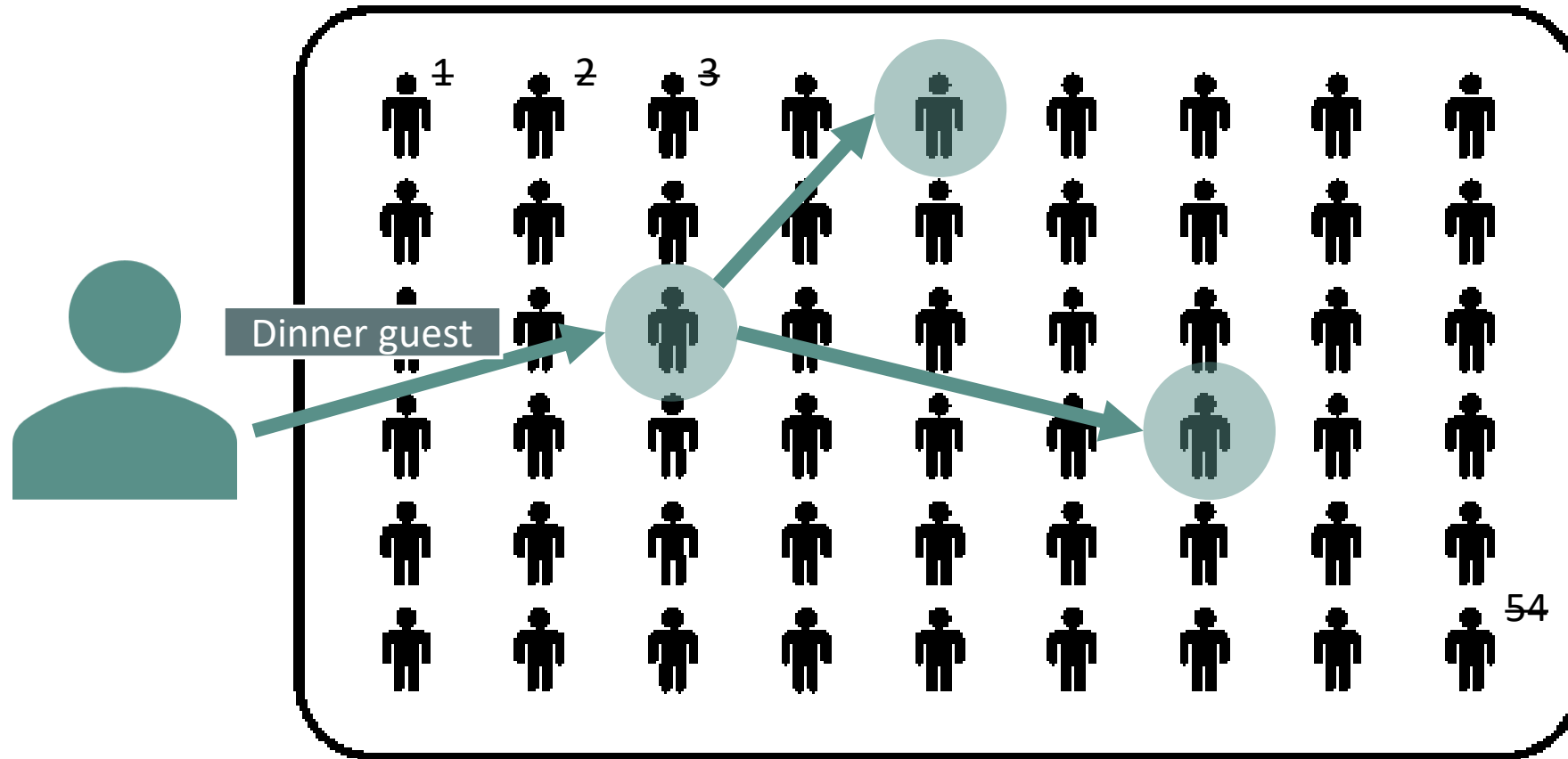
Systemic Sampling



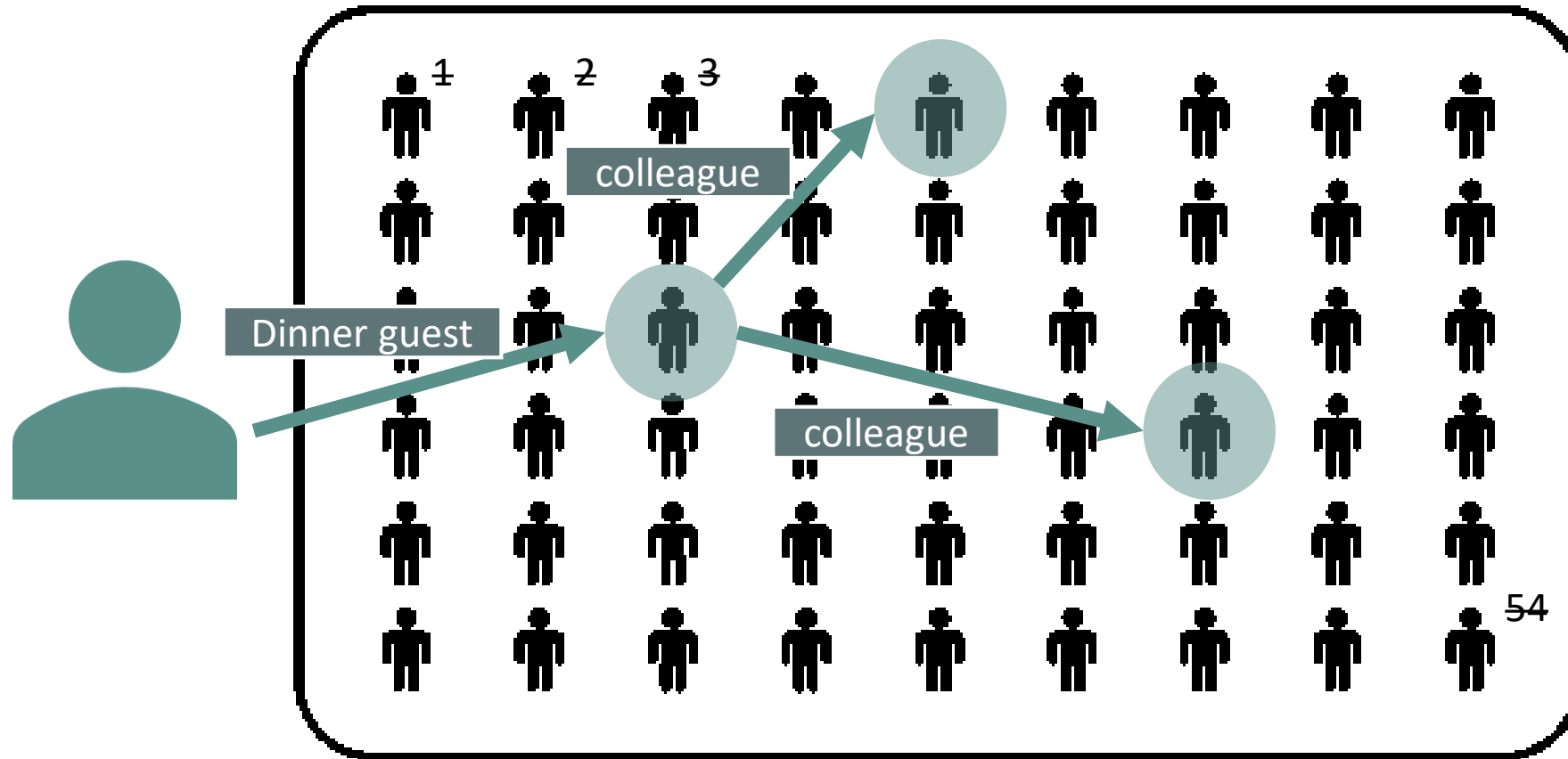
Get a sample that is as random and representative as possible



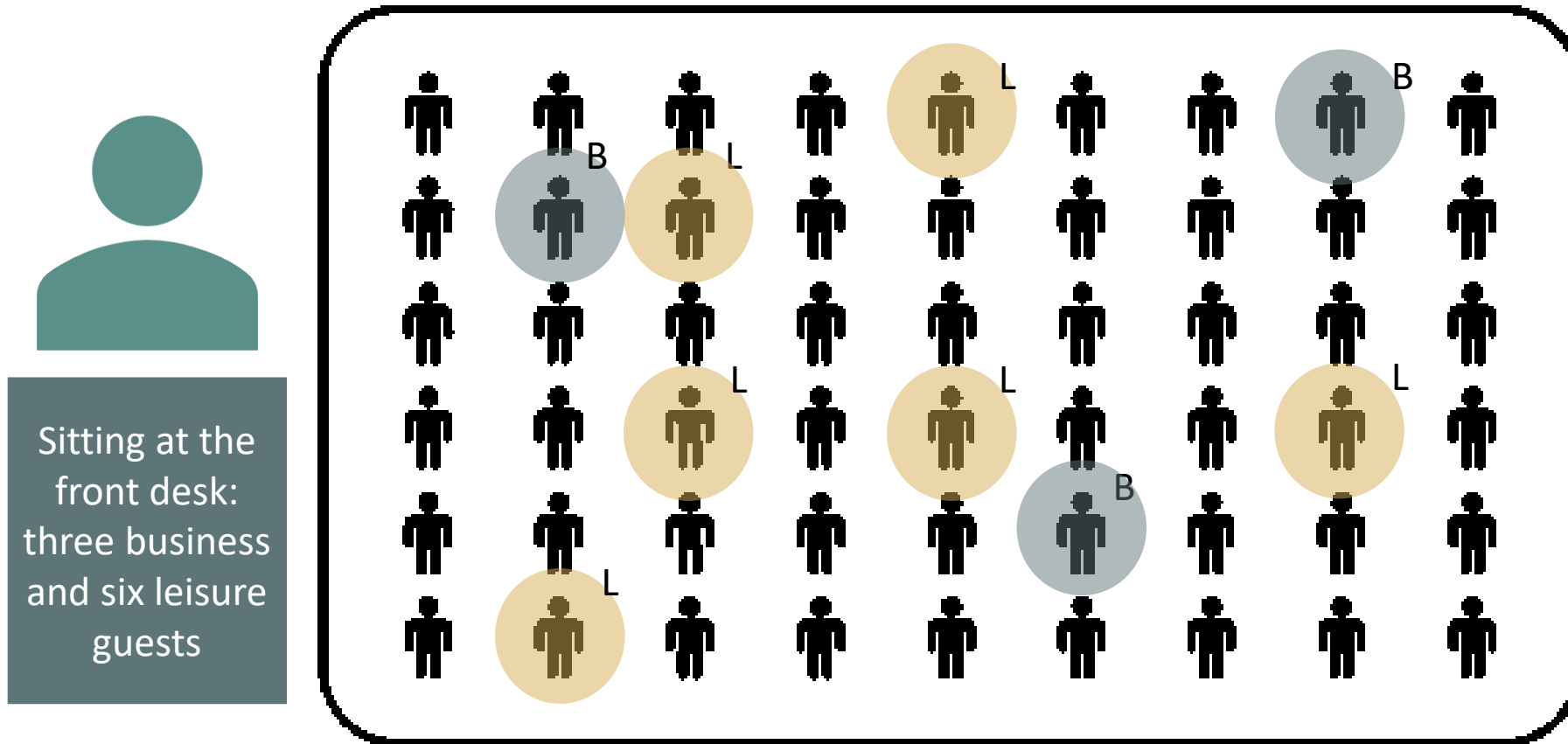
Snowball Sampling



Snowball Sampling

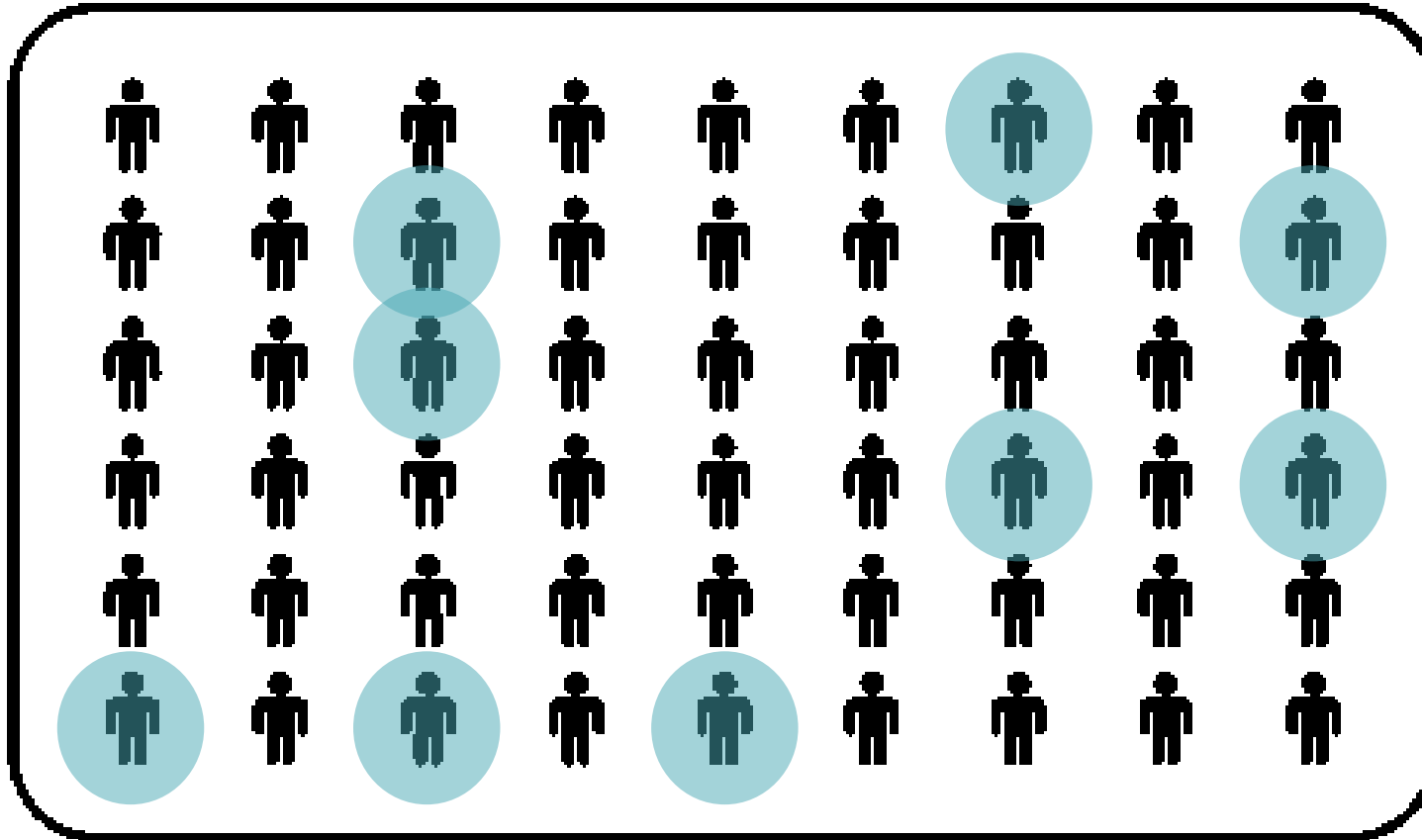


Quota Sampling



Self-Selection Sampling

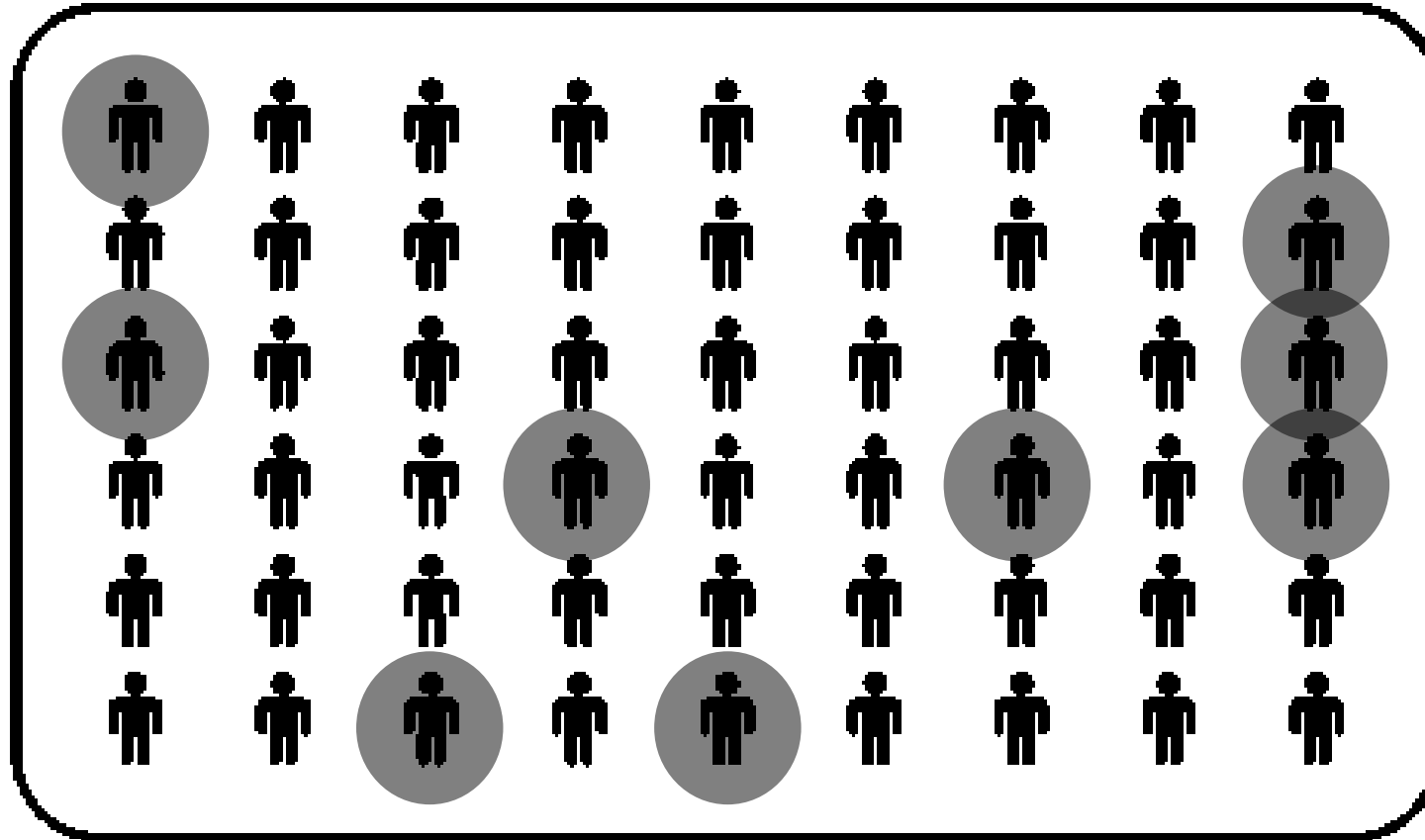
“We are looking for guests that have repeatedly stayed in a Myriad hotel and have 30 minutes of spare time today (January 31st between 13:00 and 17:00). You will receive a compensation for two cocktails at the rooftop bar.”



Convenience sampling



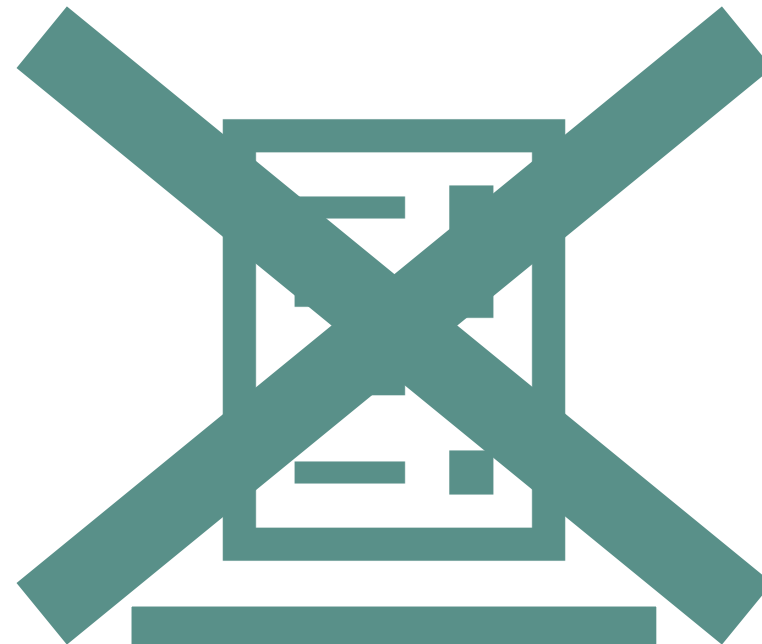
Anyone who
leaves between
10:00 and 11:00



Get a sample that is as random and representative as possible



Probability Sampling



Non-Probability Sampling