



Get a sample that is as random and representative as possible

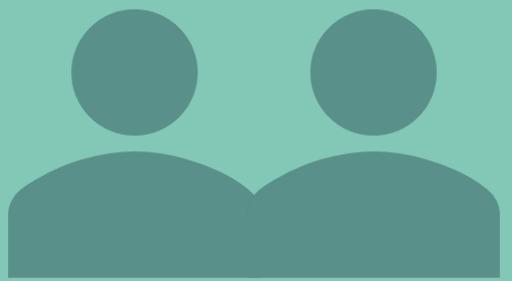
Week 2 HRA2

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

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Concepts

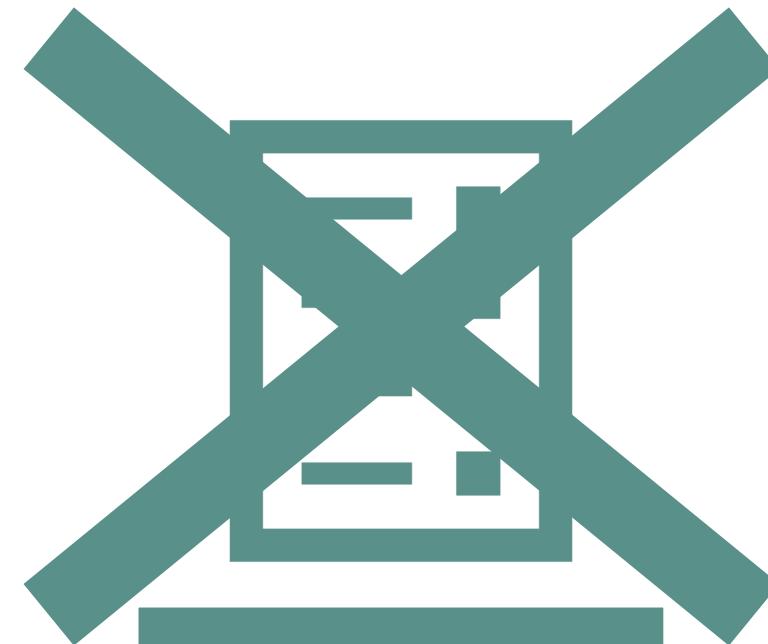
Sample: a selection of respondents

Random: was there no pattern in the selection process?

Representative: does it accurately reflect the characteristics of the group?



Probability Sampling



Non-Probability Sampling

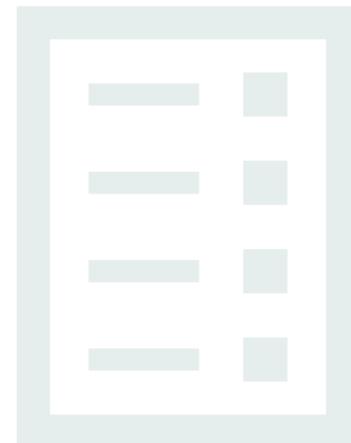
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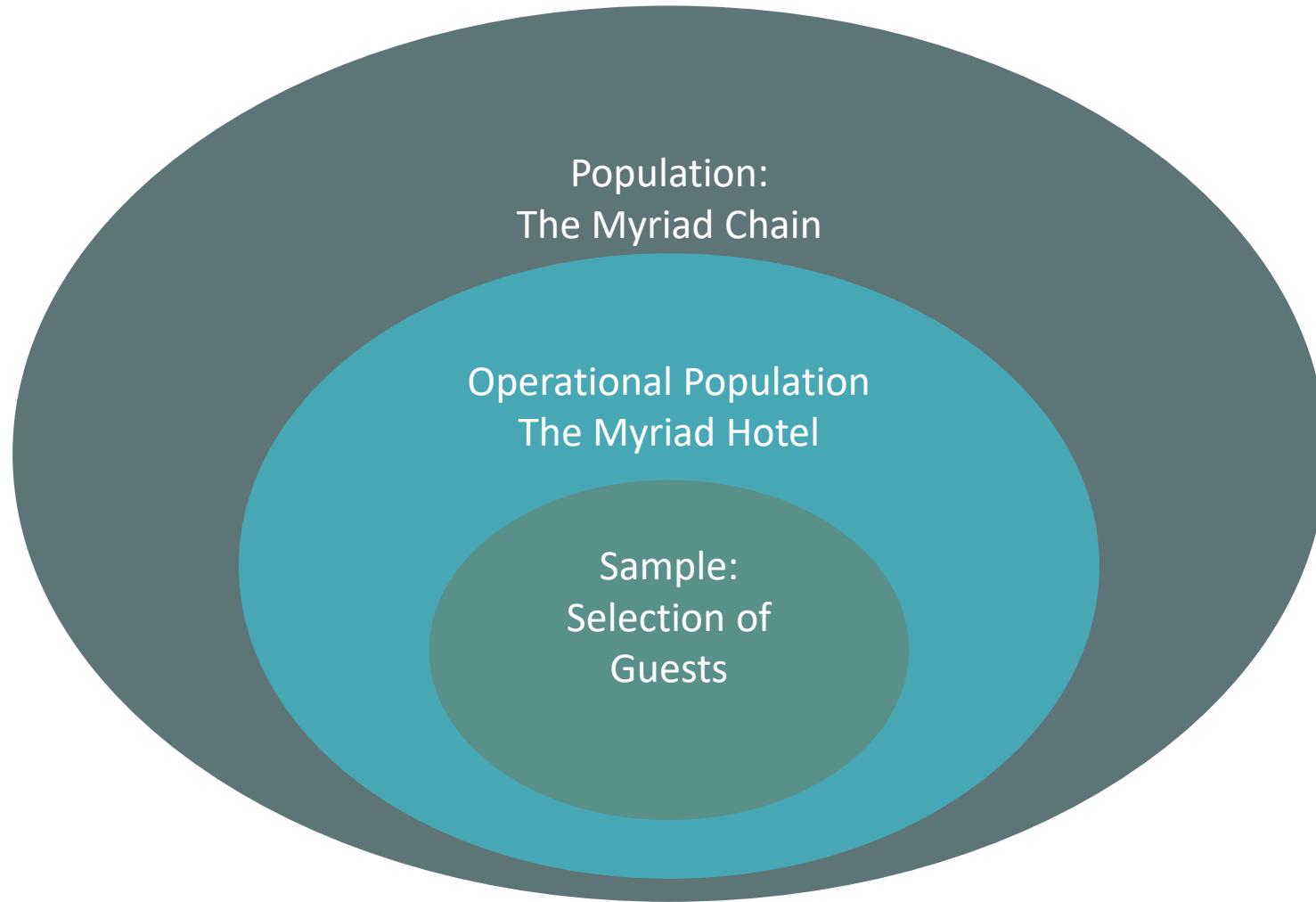
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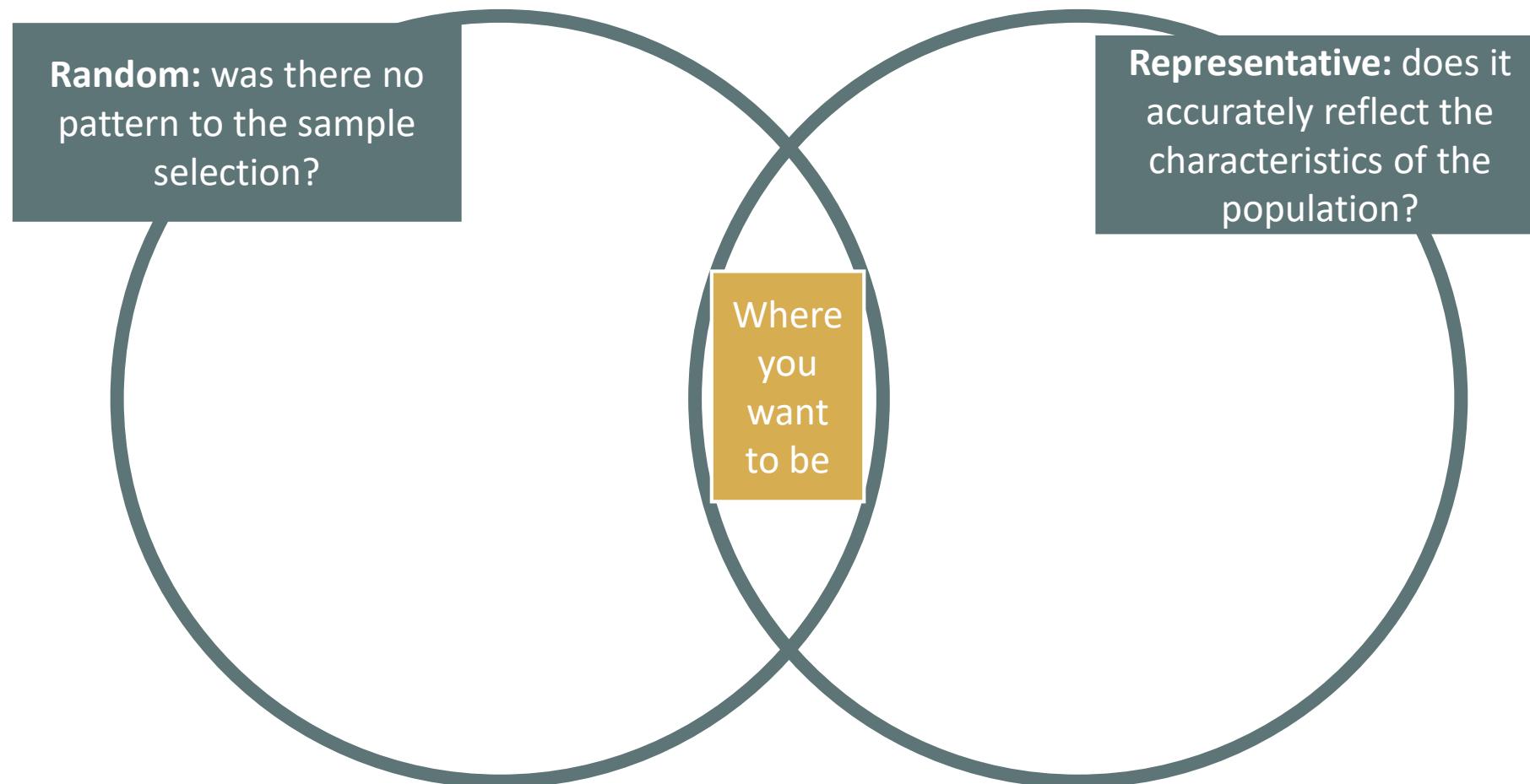
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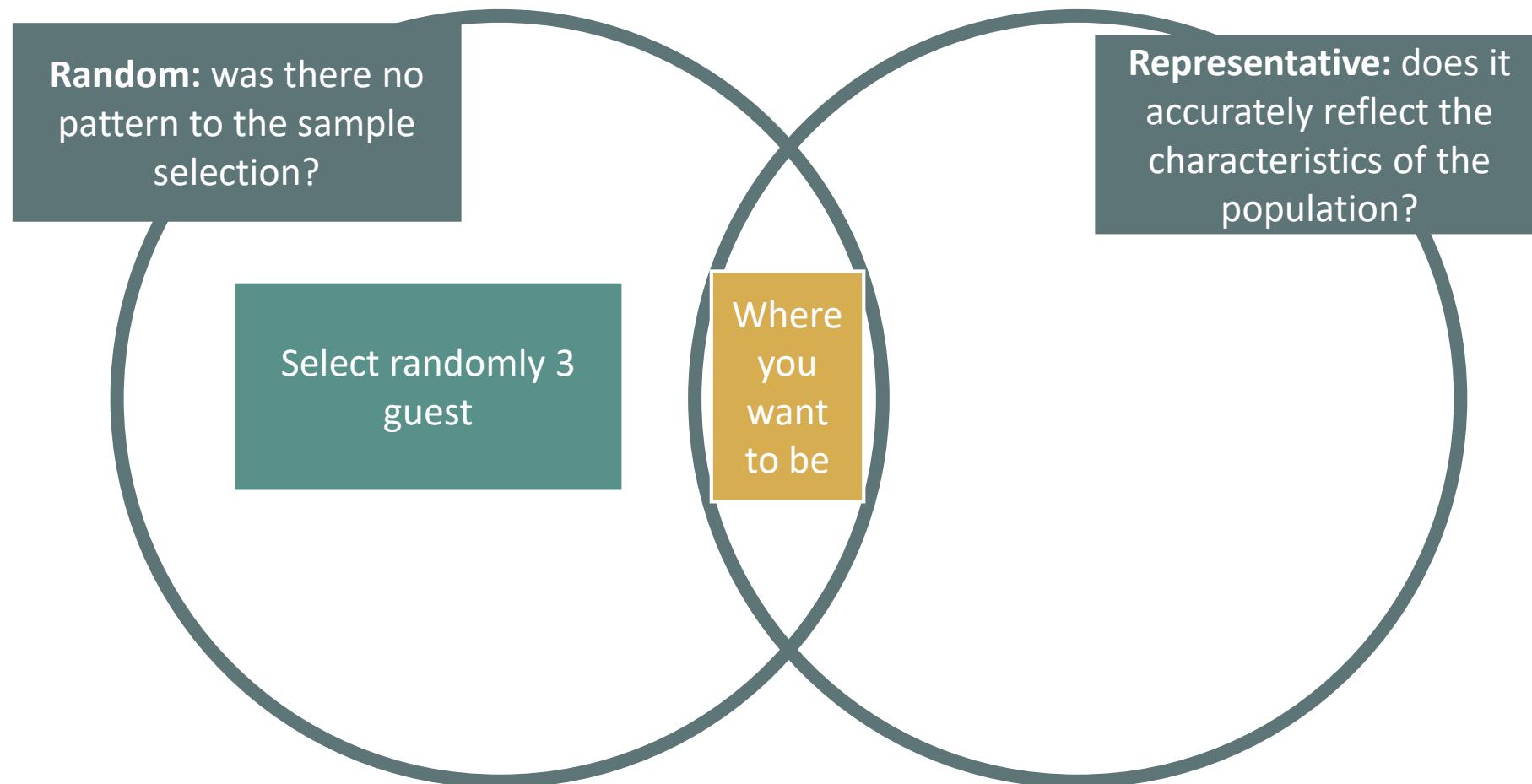
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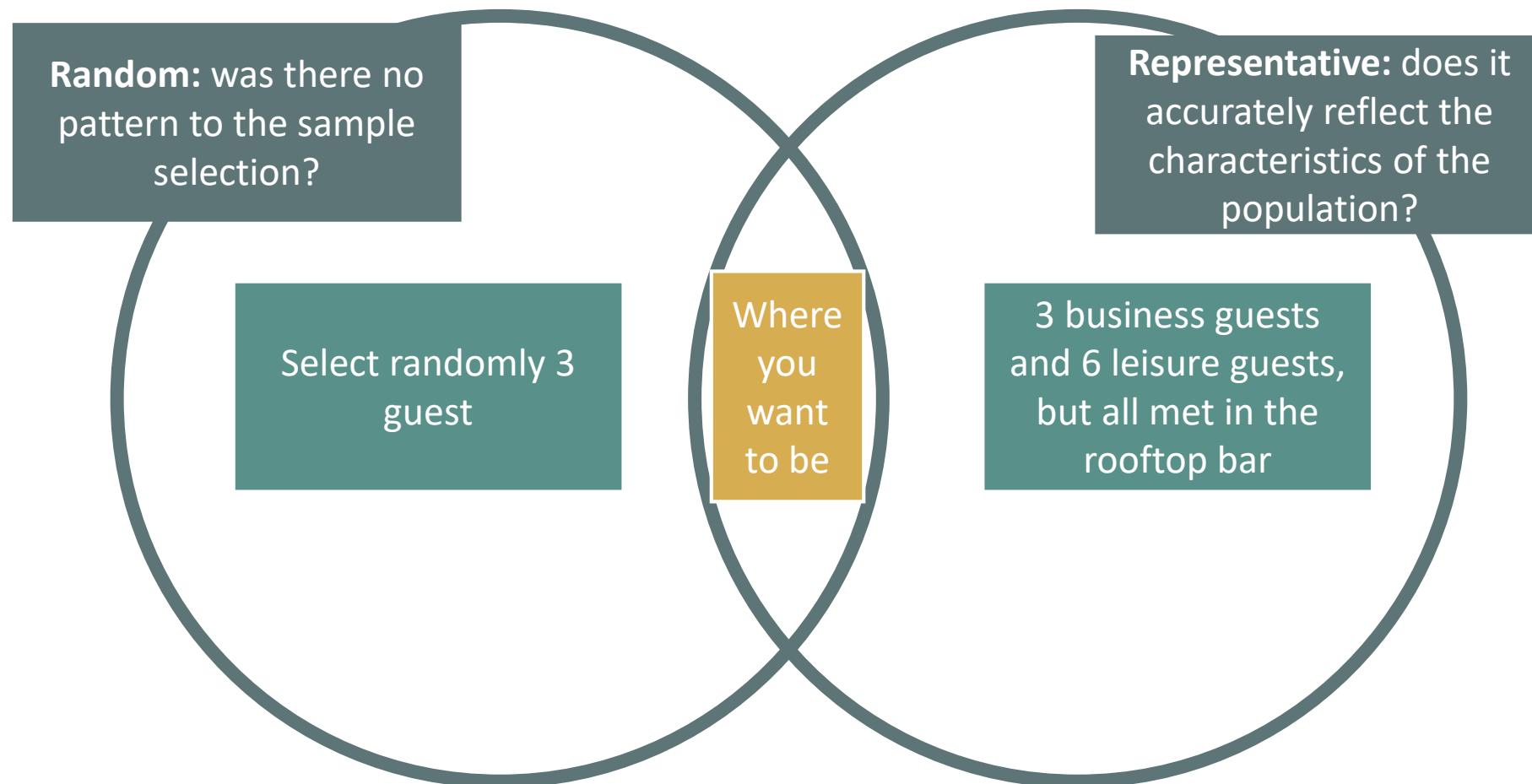
Be aware of the randomness & representativeness of your sample and sampling method



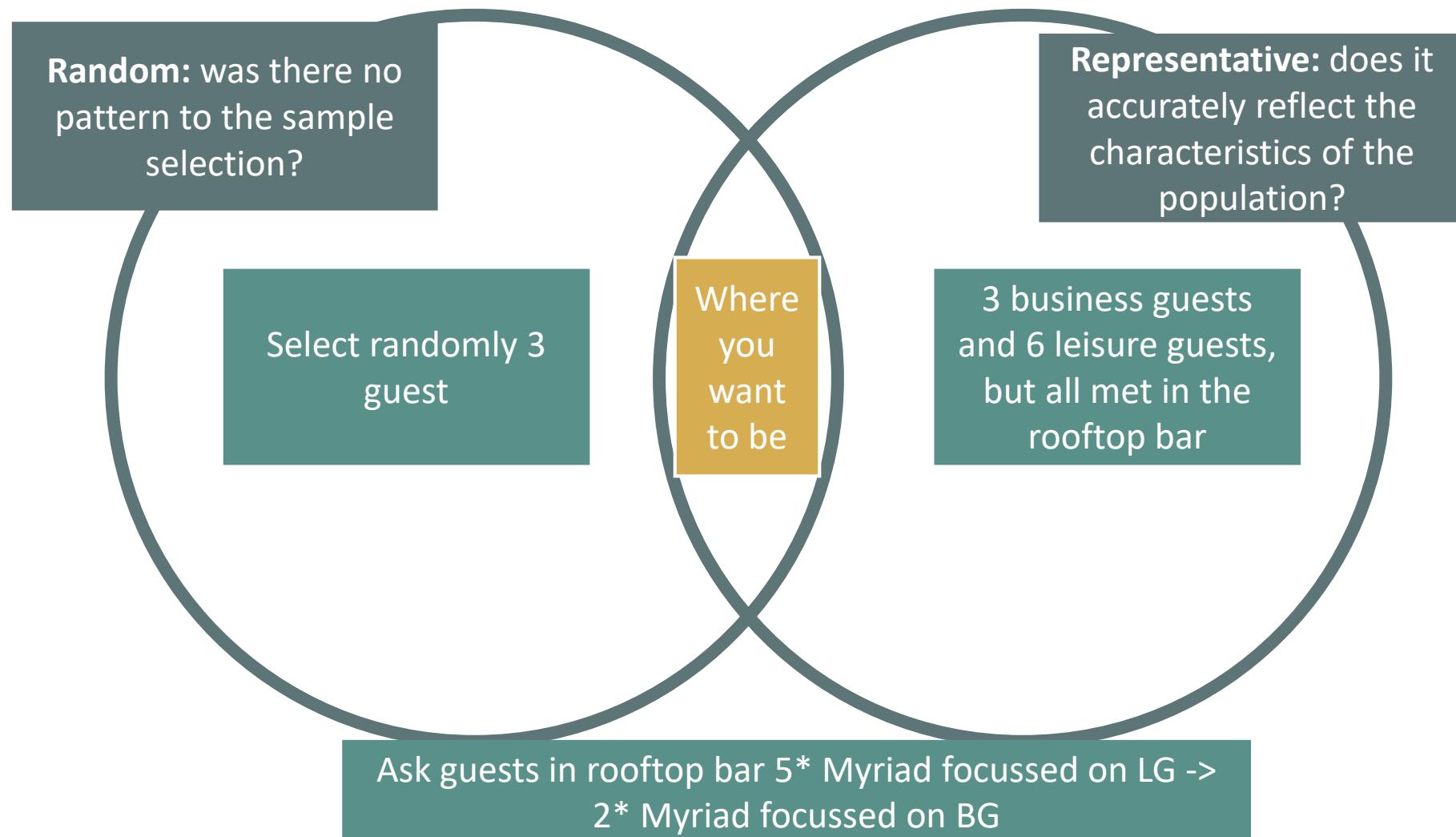
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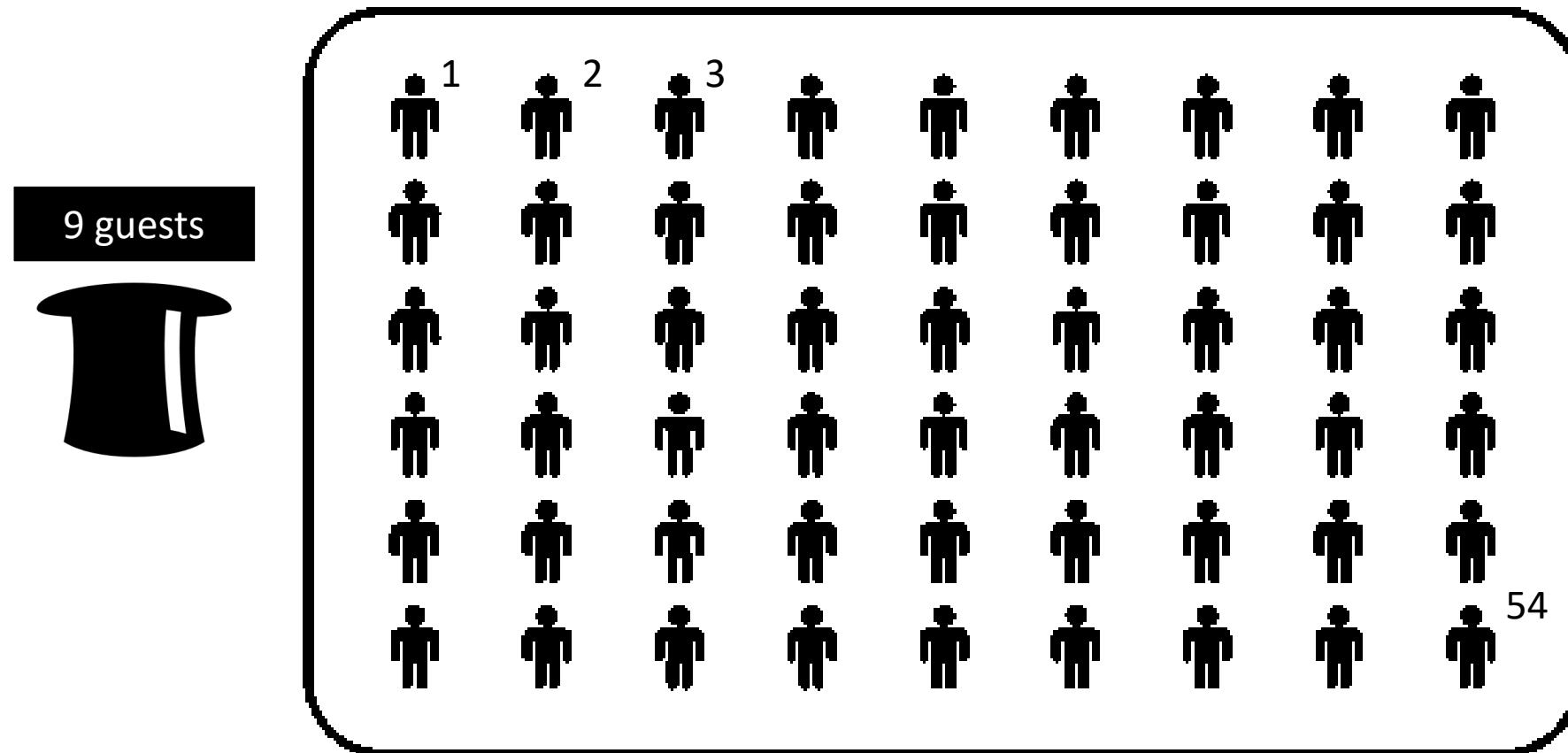


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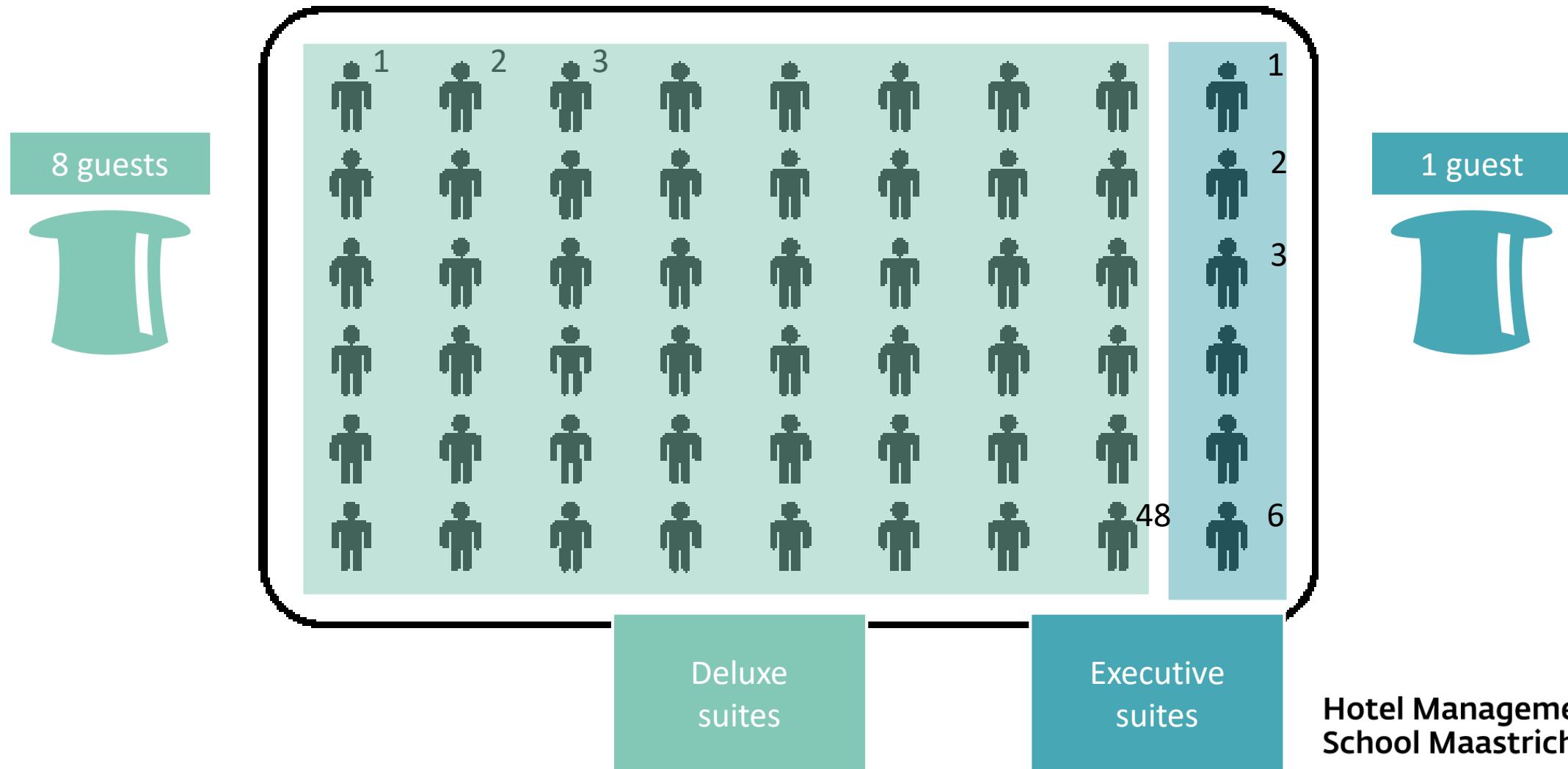


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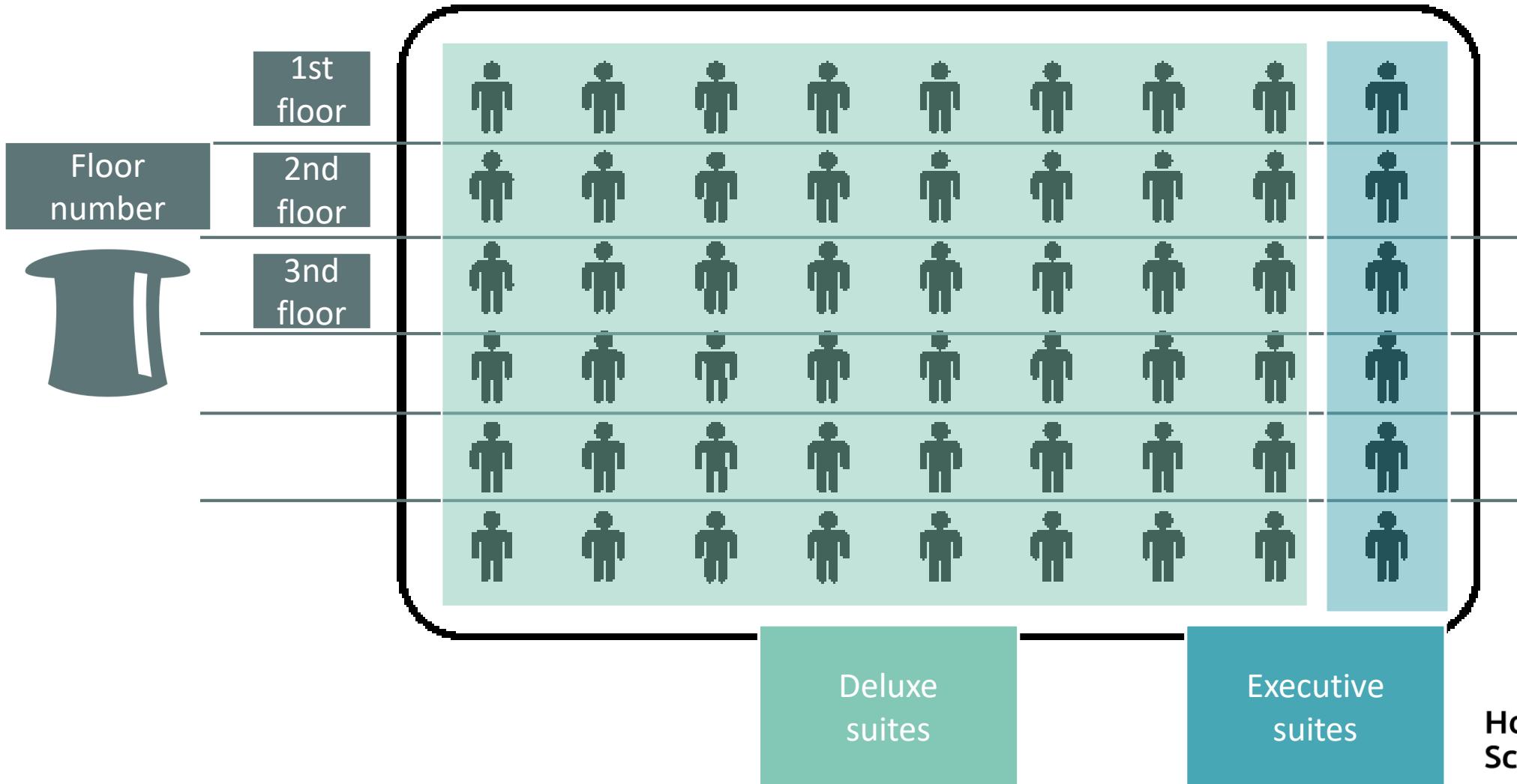
Simple Random Sampling



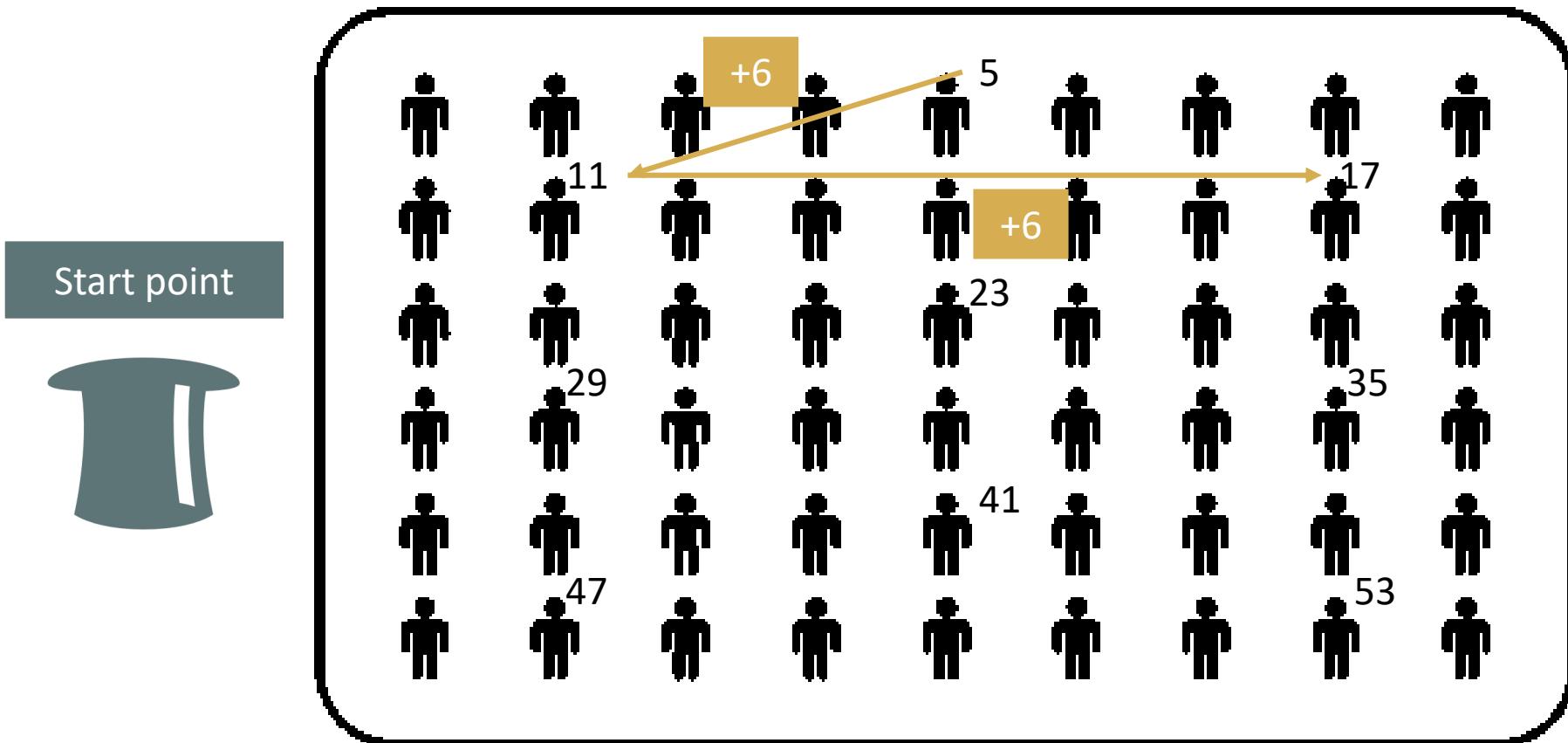
Stratified Sampling



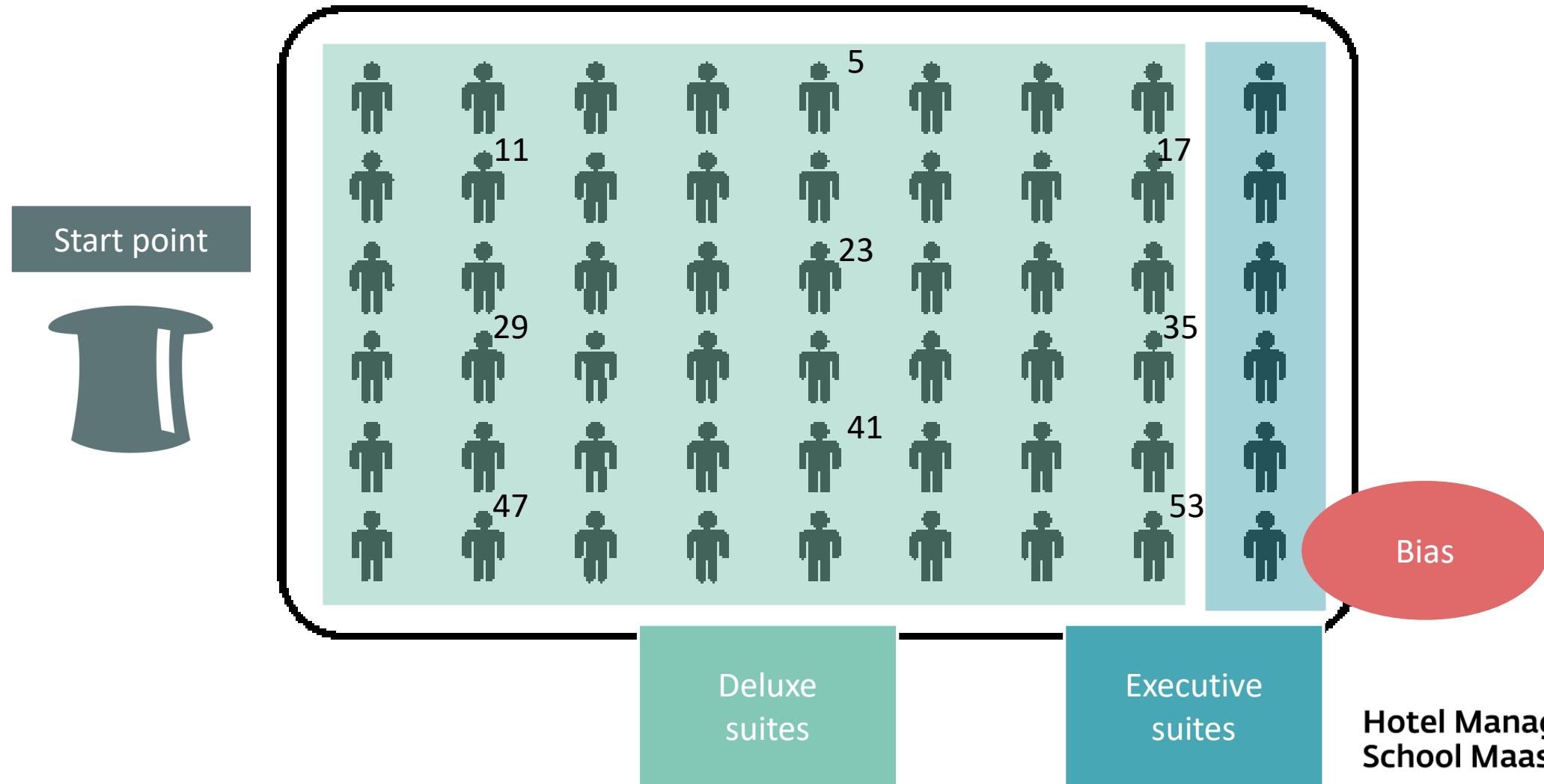
Clustered Sampling



Systemic Sampling



Systemic Sampling



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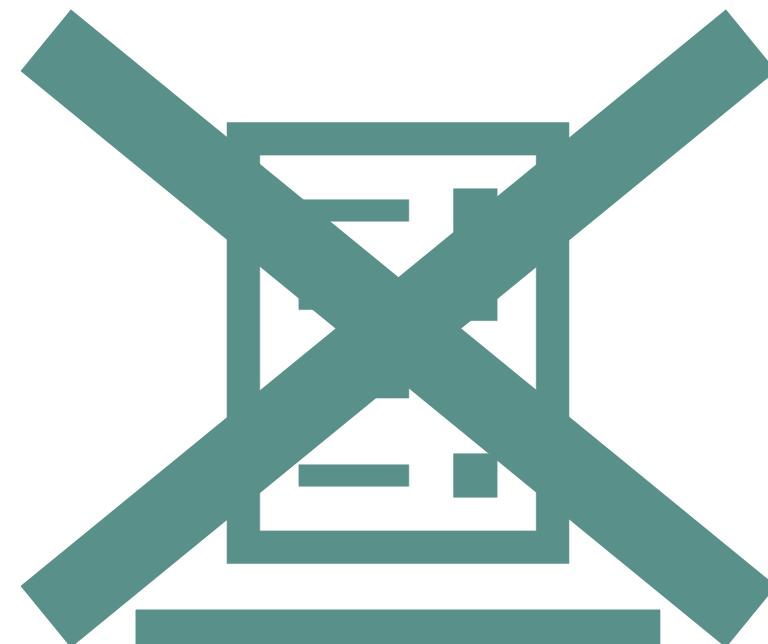
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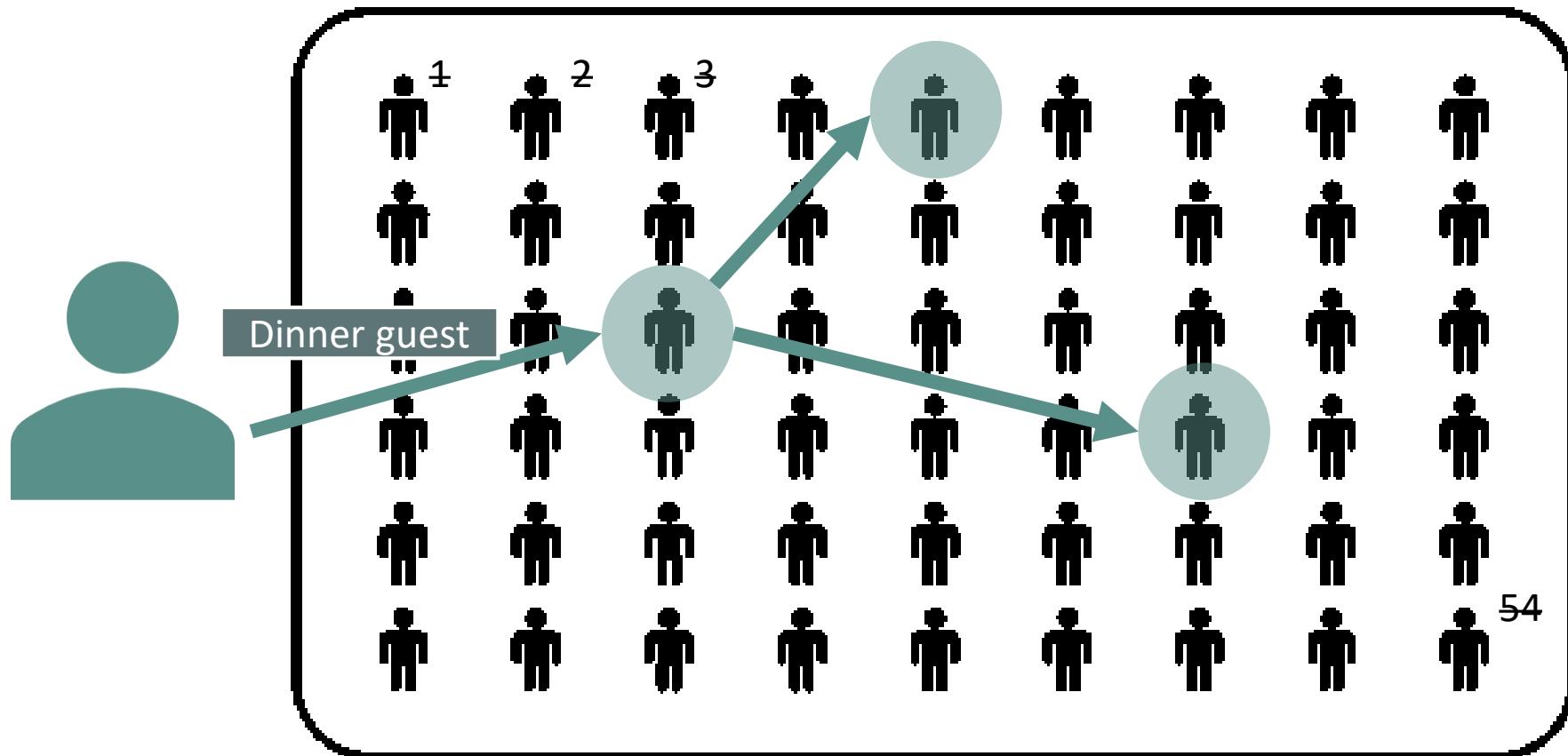


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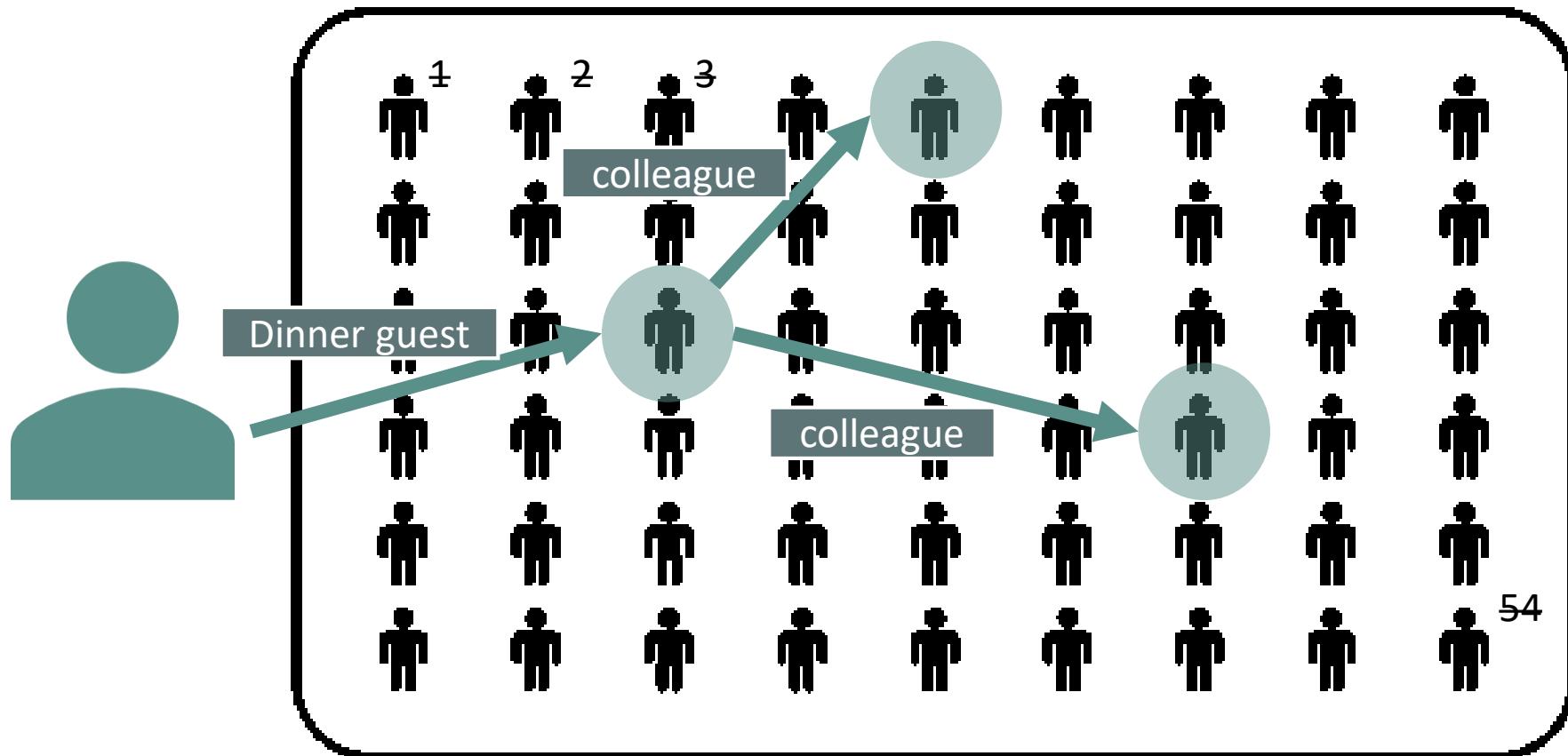


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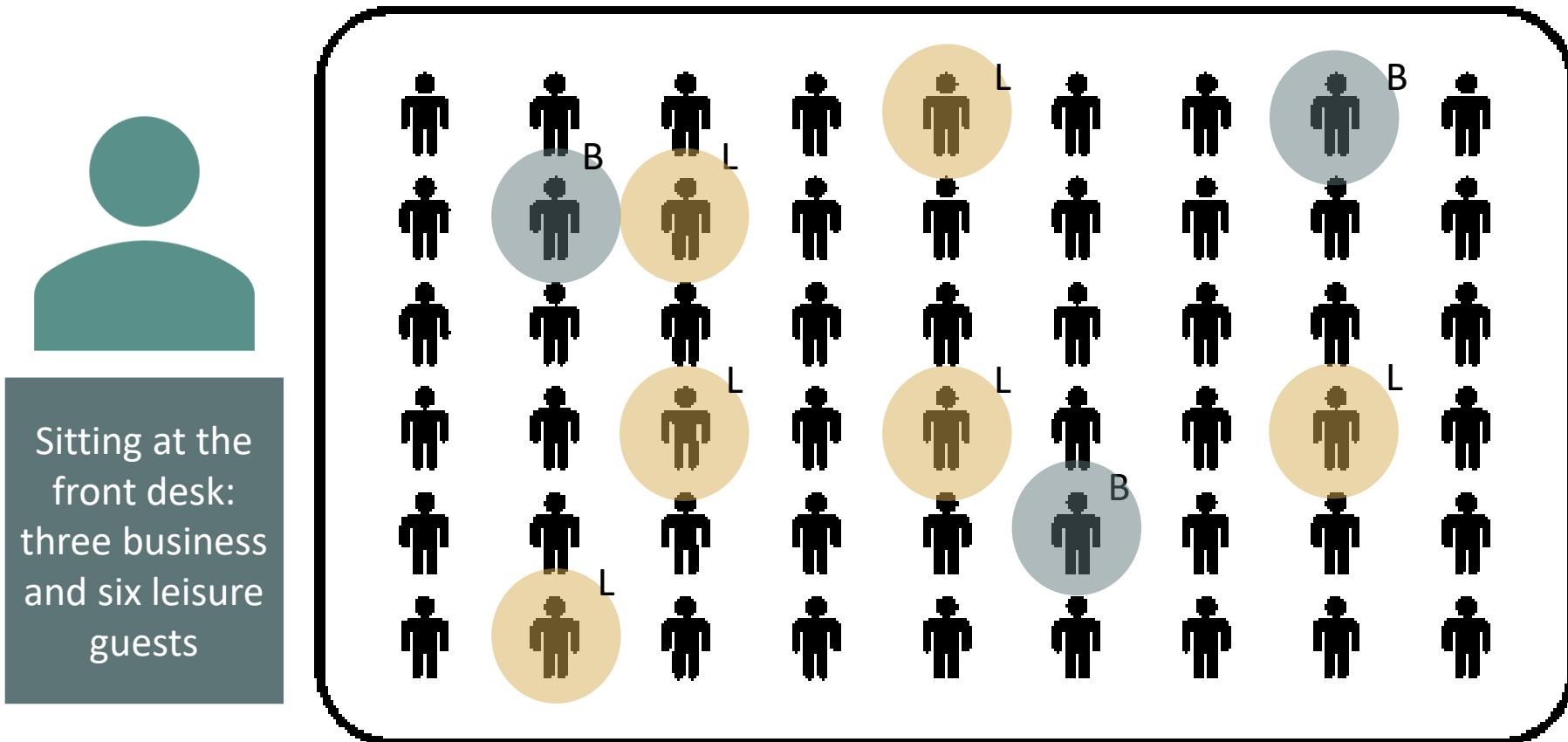
Snowball Sampling



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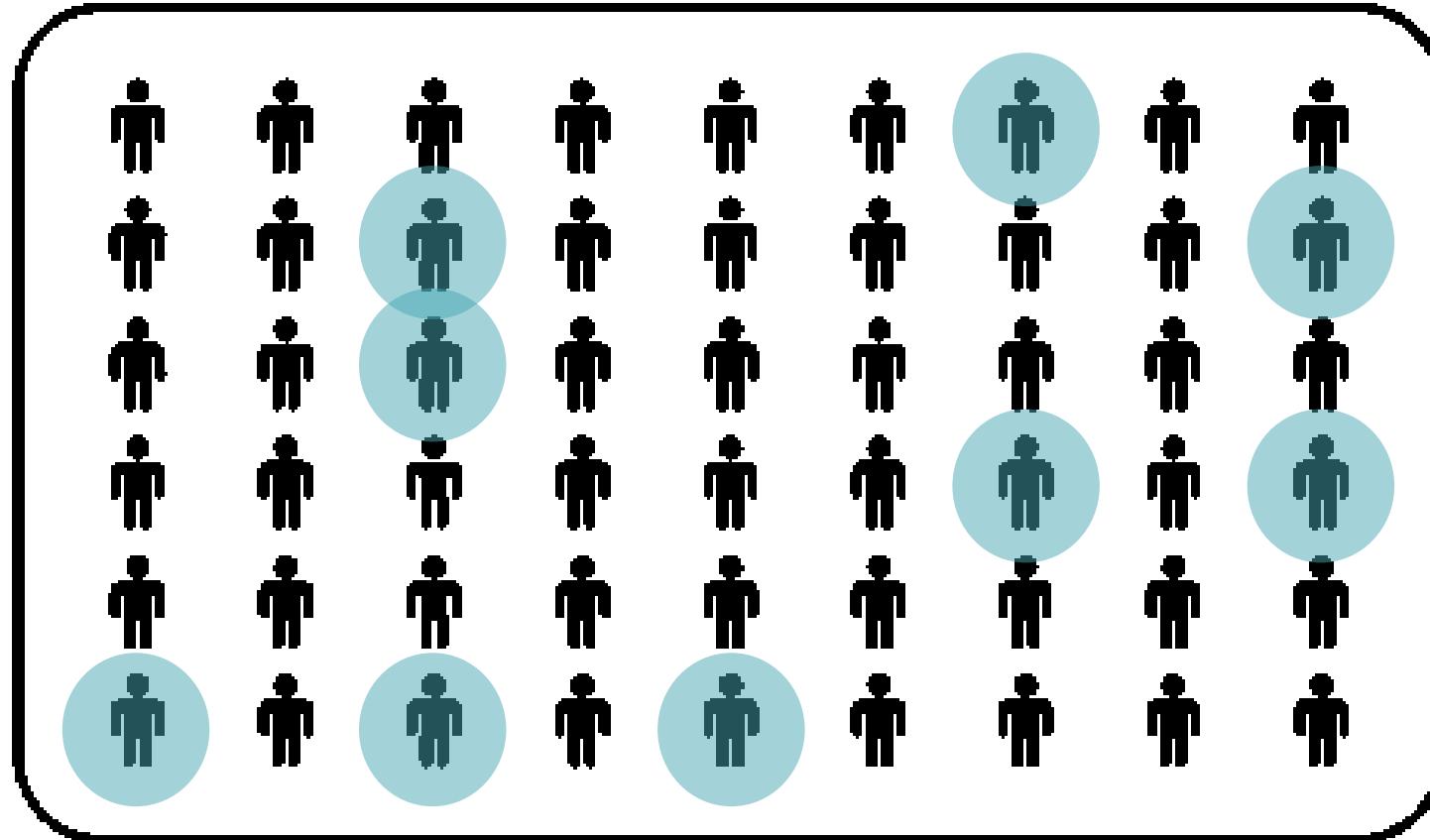


Quota Sampling



Self-Selection Sampling

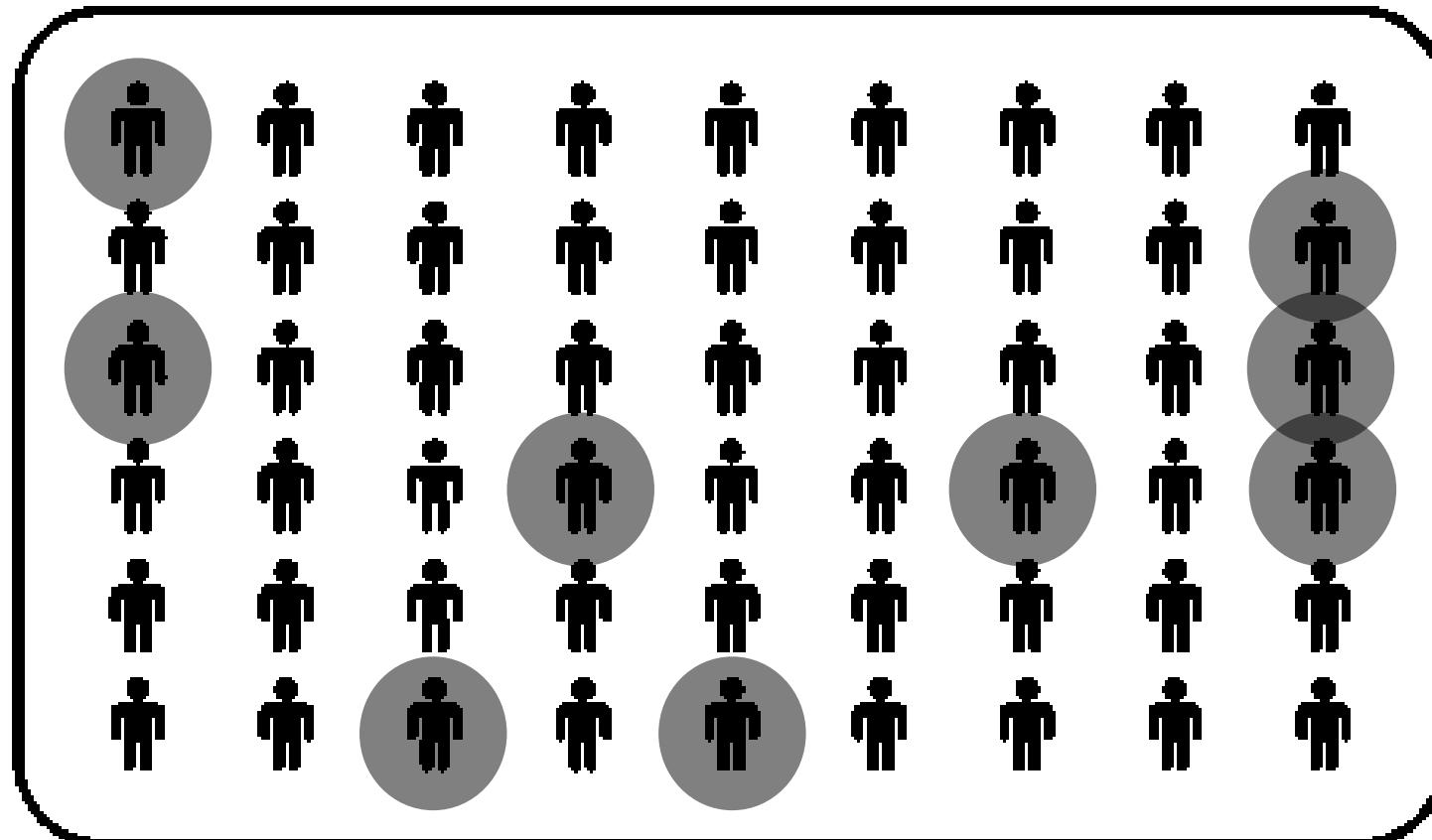
"We are looking for guests that have repeatedly stayed in a Myriad hotel and have 30 minutes of spare time today (January 31st between 13:00 and 17:00). You will receive a compensation for two cocktails at the rooftop bar."



Convenience sampling



Anyone who
leaves between
10:00 and 11:00



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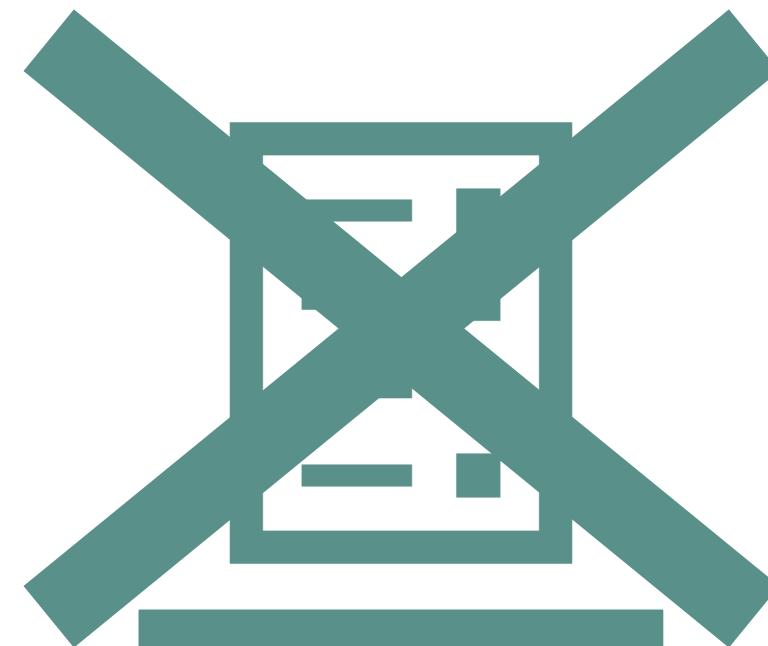
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