

What is non-probability sampling methods?

Non-probability sampling methods are a set of sampling techniques in statistics and research that do not rely on random selection to choose a sample from a population. Unlike probability sampling methods, where each member of the population has a known and non-zero chance of being included in the sample, non-probability sampling methods involve selecting individuals or items from the population based on criteria other than random chance. Here are some common non-probability sampling methods:

Convenience Sampling: This is one of the most common non-probability sampling methods. Researchers select individuals or items that are most convenient or readily available to them. For example, surveying people who happen to be in a shopping mall at a particular time.

Judgmental or Purposive Sampling: In this method, the researcher uses their judgment to select specific individuals or items that they believe are most relevant to the study. This is often used in qualitative research when the researcher seeks to gather information from specific experts or key informants.

Quota Sampling: Researchers divide the population into subgroups or strata based on certain characteristics (e.g., age, gender, income) and then select participants from each subgroup in a non-random manner until a predetermined quota is met. Quota sampling attempts to ensure that the sample reflects the population's diversity in terms of these characteristics.

Snowball Sampling: This method is often used when researching hard-to-reach or hidden populations. Initially, a small number of participants are identified and interviewed. Then, these participants refer the researcher to others who meet the criteria, and the process continues in a "snowball" fashion. This method is common in studies involving sensitive or stigmatized topics.