

2. Sampling Methods [IT2110]

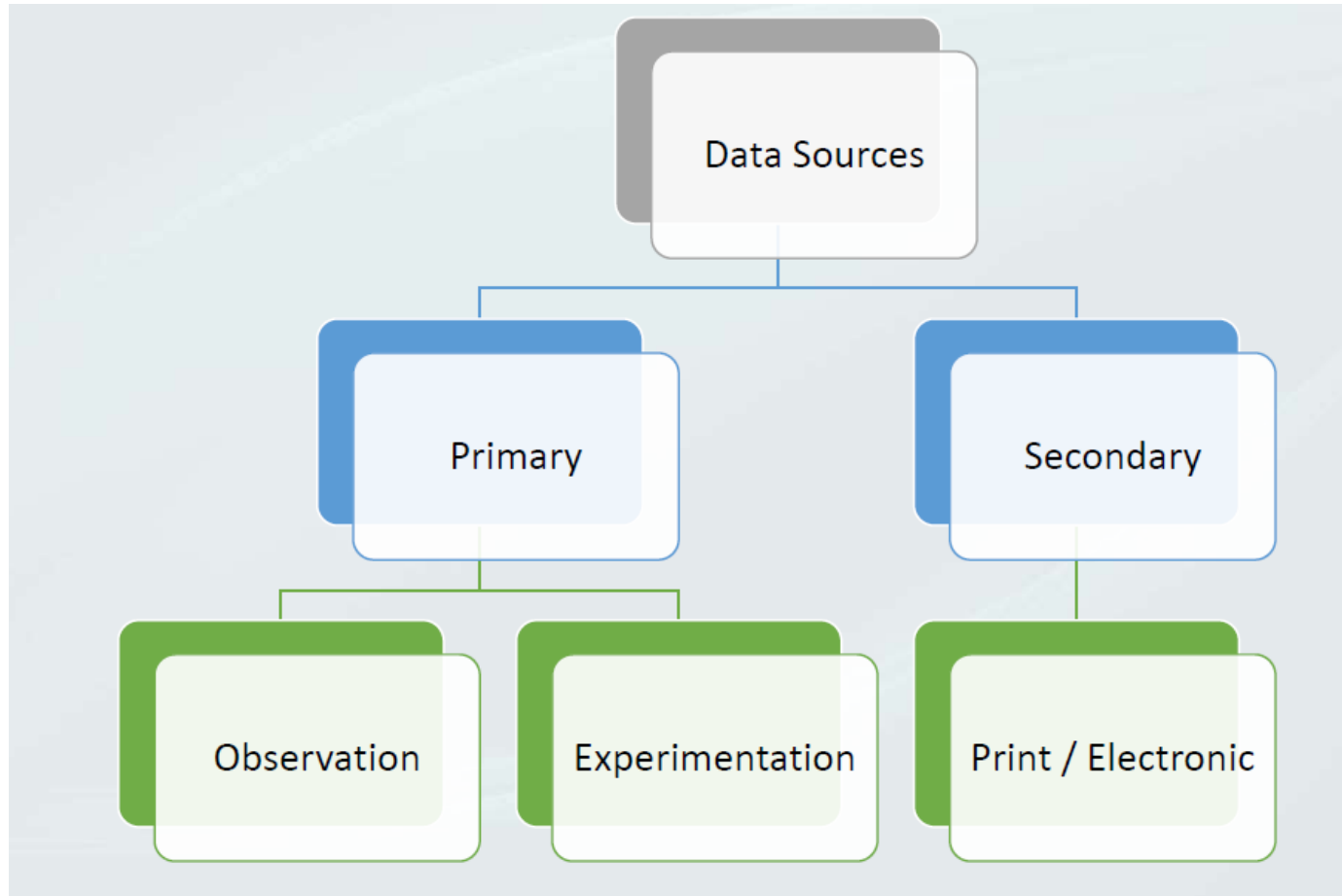
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1.

Introduction to Sampling

Data Sources



Introduction to Sampling

- Data should be collected before describing.
- If a sampling survey is done, should plan how to select the sample.
- **Two types of sampling:**
 - Probability sampling.
 - Non-probability sampling.
- Why should a proper sample be selected?

Reasons for Drawing a Sample

- Less time consuming than a census
- Less costly to administer than a census
- Less cumbersome and more practical to administer than a census of the targeted population

2.

Non-Probability Sampling

Non-Probability Sampling

- Uses a subjective (i.e., non-random) method.
- Does not require a sampling/survey frame.
- Fast, easy and inexpensive.
- Sample might not be representative of the population.
- Chance of each element being selected (i.e., probability), cannot be calculated.
- Can be applied to studies that are used as:
 - an idea generating tool.
 - a preliminary step.
 - a follow-up step.

Non-Probability Sampling

■ Convenience Sampling

- Obtain a sample of convenient elements.
- Often, respondents are selected because they happen to be in the right place at the right time.

Eg: Interviewing People on the street

■ Judgment Sampling

- Based on previous ideas about the population.
- Subject to the researcher's biases.
- Can be more biased than haphazard sampling.

Non-Probability Sampling (cont'd.)

■ Quota Sampling

- One of the most common forms of non-probability sampling.
- Sampling is done until a specific number of units (quotas) for various subpopulations has been selected.
- Market researchers often use quota sampling (particularly for telephone surveys).

3.

Probability Sampling

Probability Sampling

- Based on the principle of randomization or chance.
- More complex, time consuming and usually more costly.
- More reliable.
- Requires a sampling/survey frame.
- Can use computers or other methods to select elements randomly (e.g.: random number tables).

Sampling Frame

- The list of elements from which a sample may be drawn.
- Also known as: ***working population***.
- Examples: Telephone directory, List of voters

Probability Sampling (cont'd.)

- Commonly used probability sampling methods:
 - Simple Random Sampling (SRS).
 - Systematic Sampling (SYS).
 - Probability-Proportional-to-Size (PPS) Sampling.
 - Cluster Sampling.
 - Stratified Sampling (STR).
 - Multi-Stage Sampling.
 - Multi-Phase Sampling.
 - Replicated Sampling.

Simple Random Sampling (SRS)

- Starting point for all probability sampling designs.
- Each unit in the sample has the same inclusion probability (n – Sample Size, N – Population Size).
- Sampling may be done with or without replacement (SRSWR or SRSWOR).
- Generally, SRSWOR yields more precise results and is operationally more convenient.

SRS (cont'd.)

■ Advantages of SRS

- Simplest sampling technique.
- Requires no additional (auxiliary) information on the frame in order to draw the sample.
- Needs no technical development.

■ Disadvantages of SRS

- Makes no use of auxiliary information even if such information exists on the survey frame.
- Can be expensive.
- It is possible to draw a 'bad' SRS sample.

Systematic Sampling (SYS)

- Units are selected from the population at regular intervals.
- A sampling interval ($k = N/n$) and a random start are required.
- Every *kth* individual thereafter.
- **Advantages**
 - Can result in a sample that is better dispersed than SRS.
 - Simpler than SRS.
- **Disadvantages**
 - Can result in a 'bad' sample if the sampling interval matches some periodicity in the population.

Stratified Sampling

- Divide population into two or more subgroups (called strata) according to some common characteristic.
- A simple random sample is selected from each subgroup, with sample sizes proportional to strata sizes.

Cluster Sampling

- Population is divided into several “clusters,” each representative of the population.
- A simple random sample of clusters is selected.
- All items in the selected clusters can be used, or items can be chosen from a cluster using another probability sampling technique.

Multistage Sampling

- With multistage sampling, we select a sample by using combinations of different sampling methods.
- **Example:-** In Stage 1, we might use cluster sampling to choose clusters from a population. Then, in Stage 2, we might use simple random sampling to select a subset of elements from each chosen cluster for the final sample.

PROBLEM



An auto analyst is conducting a satisfaction survey, sampling from a list of 10,000 new car buyers. The list includes 2,500 Ford buyers, 2,500 GM buyers, 2,500 Honda buyers, and 2,500 Toyota buyers. The analyst selects a sample of 400 car buyers, by randomly sampling 100 buyers of each brand.

What type of sampling method have used in this scenario?

Thank You

Questions?

