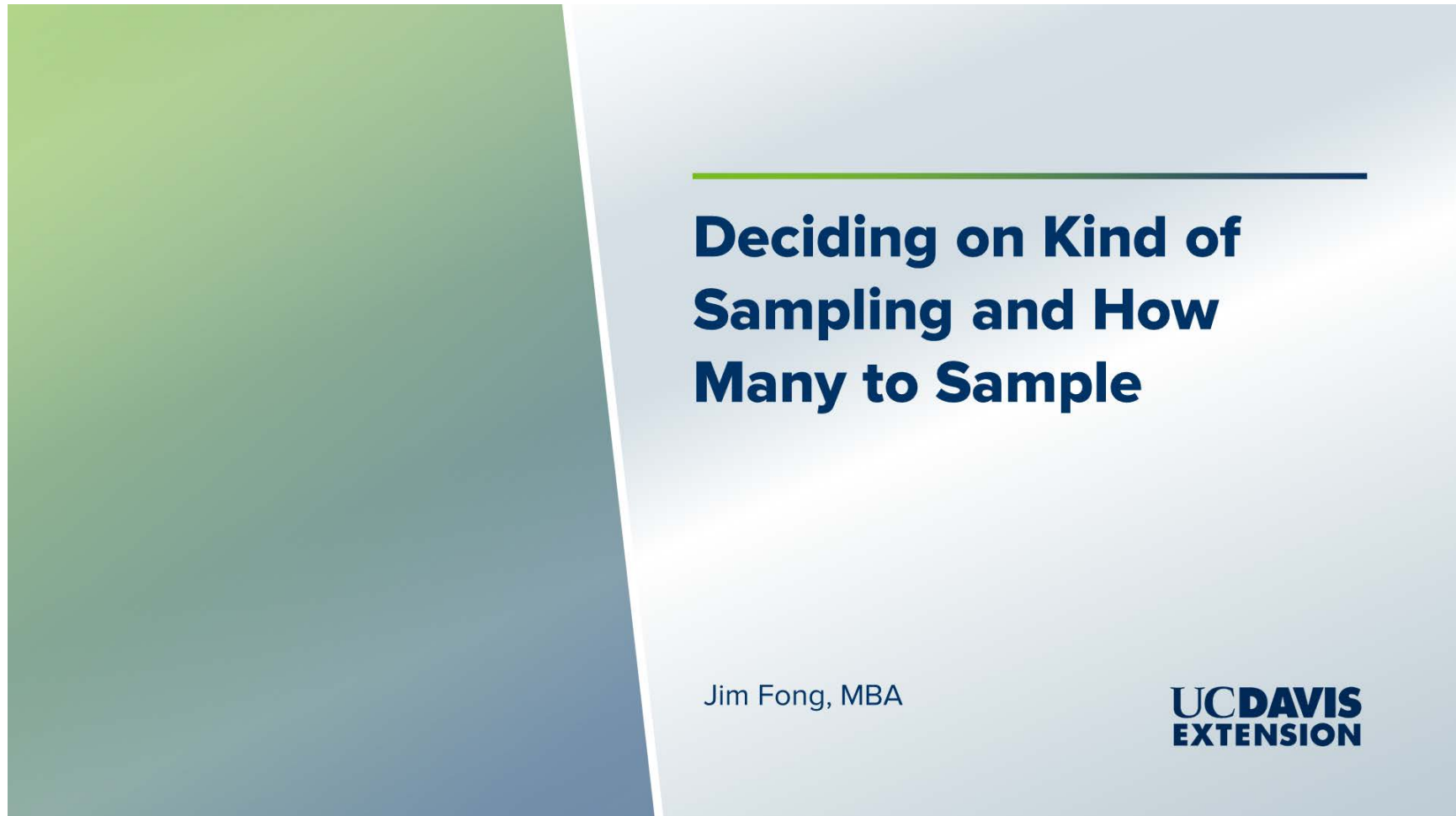Lesson 3.4: Deciding on Kind of Sampling and How Many to Sample

Slide 1: Deciding on Kind of Sampling and How Many to Sample

Slide 2: Learning Objectives

Learning Objectives

Decide how many people you need to sample for your research project

Determine which kind of sampling you will use

Slide 3: Determining Needed Sample Size

Determining Needed Sample Size

Depends on need for credibility

Depends on level of risk

First focus on purpose

Slide 4: Ever Hear "Sample 400 for an Internet Survey"?

Ever Hear "Sample 400 for an Internet Survey"?

Aim for error margin of + or – 5% at 96% confidence

Takes 387 people surveyed, rounds up to 400

Industry standard to be scientifically credible

Slide 5: Non-Scientific Reasons to Adjust Sample Size

Slide 6: Aim for 5% of Margin of Error

Slide 7: Adjusting for Smaller Sample Size

Slide 8: Consider Various Sampling Methods

Slide 9: Convenience Sample

Convenience Sample

Sample the first people you find

Major advantage is time

Use only in low-risk situations

Slide 10: Quota Sample

Slide 11: Snowball Sample
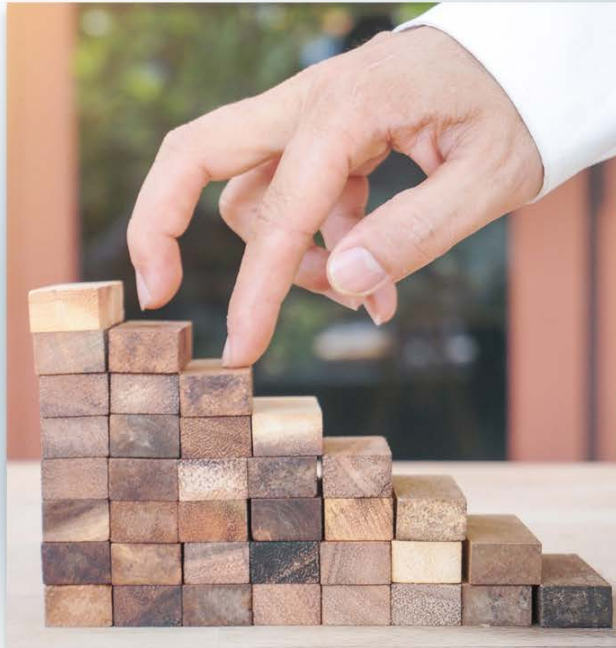

Snowball Sample

Start with existing sample

Use when it's hard to find qualified participants

Used for in-depth or executive research (seeking key informants or key opinion leaders)

Slide 12: Sample Method Depends on Constraints and Goals

Sample Method Depends on Constraints and Goals

Many other ways to sample

Consider constraints and goals

Use what makes most sense for your situation

Slide 13: More on Quota Sampling

Slide 14: Compare and Contrast Sample Methods

Slide 15: Snowball Sample Example

Snowball Sample Example

Find people with osteoporosis

Osteoporosis support group gathers that target

Ask that targeted group for referrals and contacts of others with osteoporosis

Slide 16: Snowball Sampling Used with Business Leaders