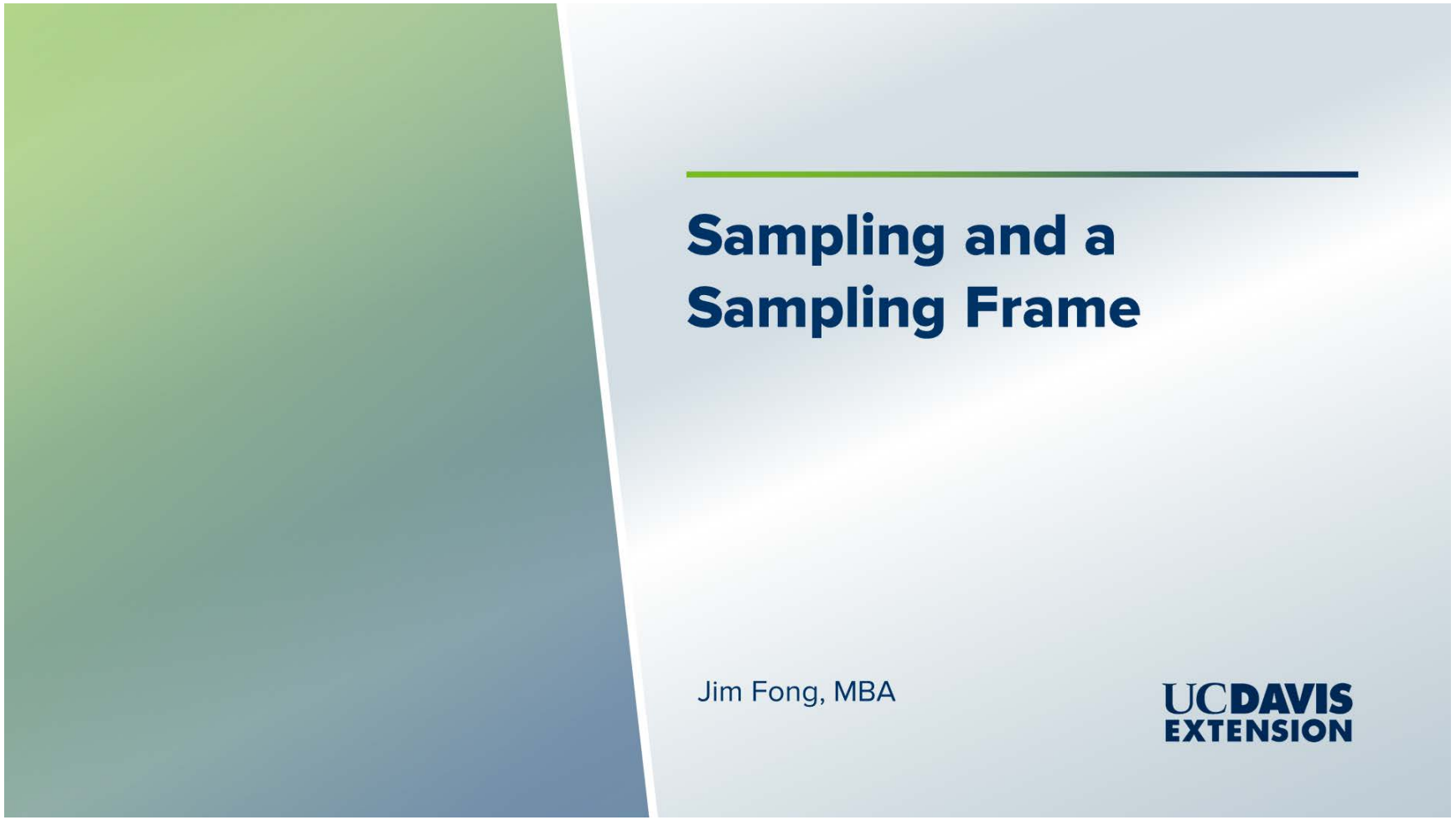
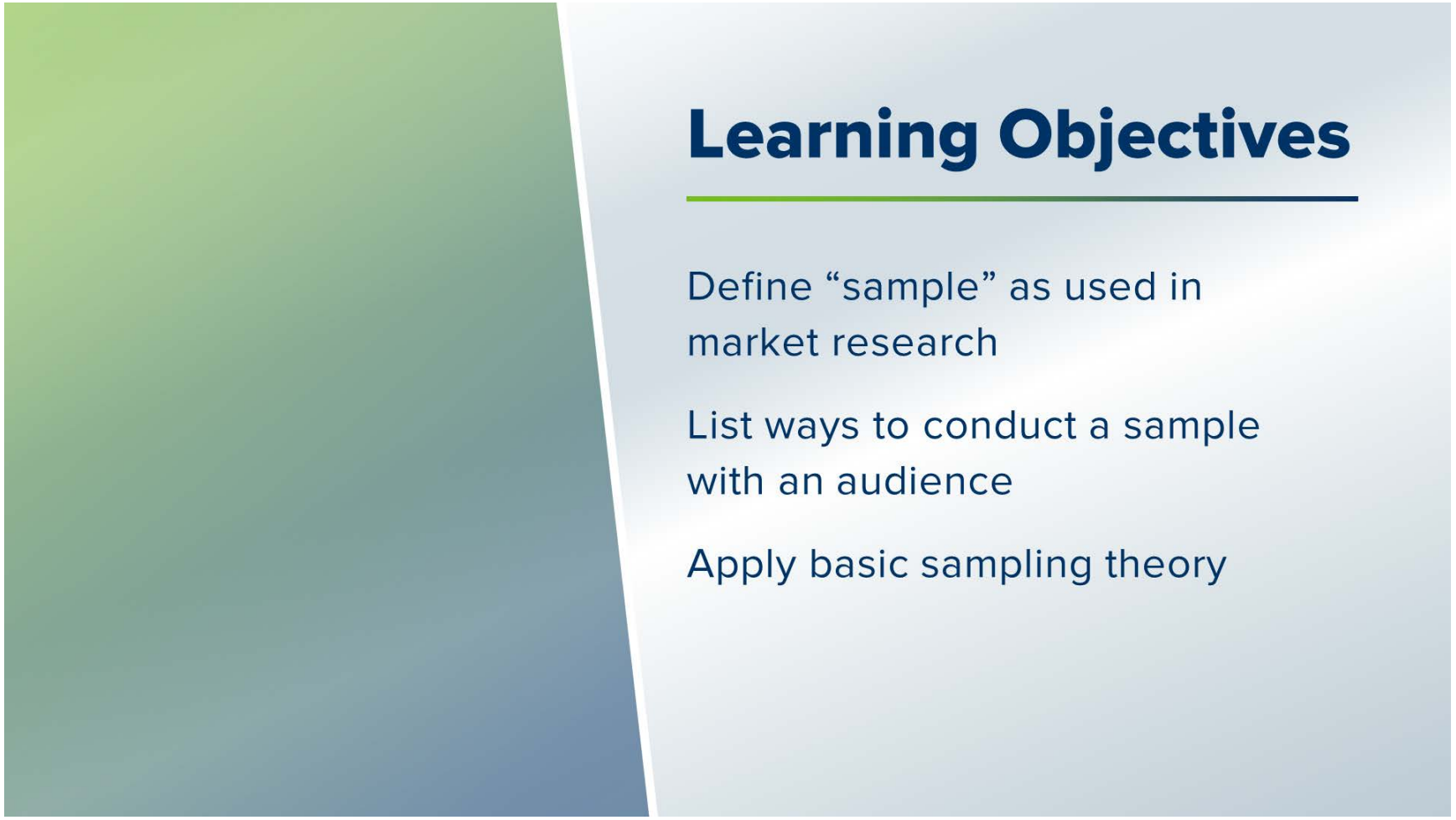
Lesson 3.3: Sampling and a Sampling Frame

Slide 1: Sampling and a Sampling Frame



Slide 2: Learning Objectives



Slide 3: What is a Sample?

What is a Sample?

Sample = a subset of a population

Sampling Frame = statement of who or what population you intend to research

Helps stakeholders know who is focus of research

Slide 4: Start with Your Population

Slide 5: Sampling Frame Narrows Population

Sampling Frame Narrows Population

Population: cell phone users

Sampling frame: cell phone users age 25 or younger

Sampling frame splits your population

Slide 6: Sampling Frame Act as Filter

Sampling Frame Acts as Filter

Filter population through sampling frame

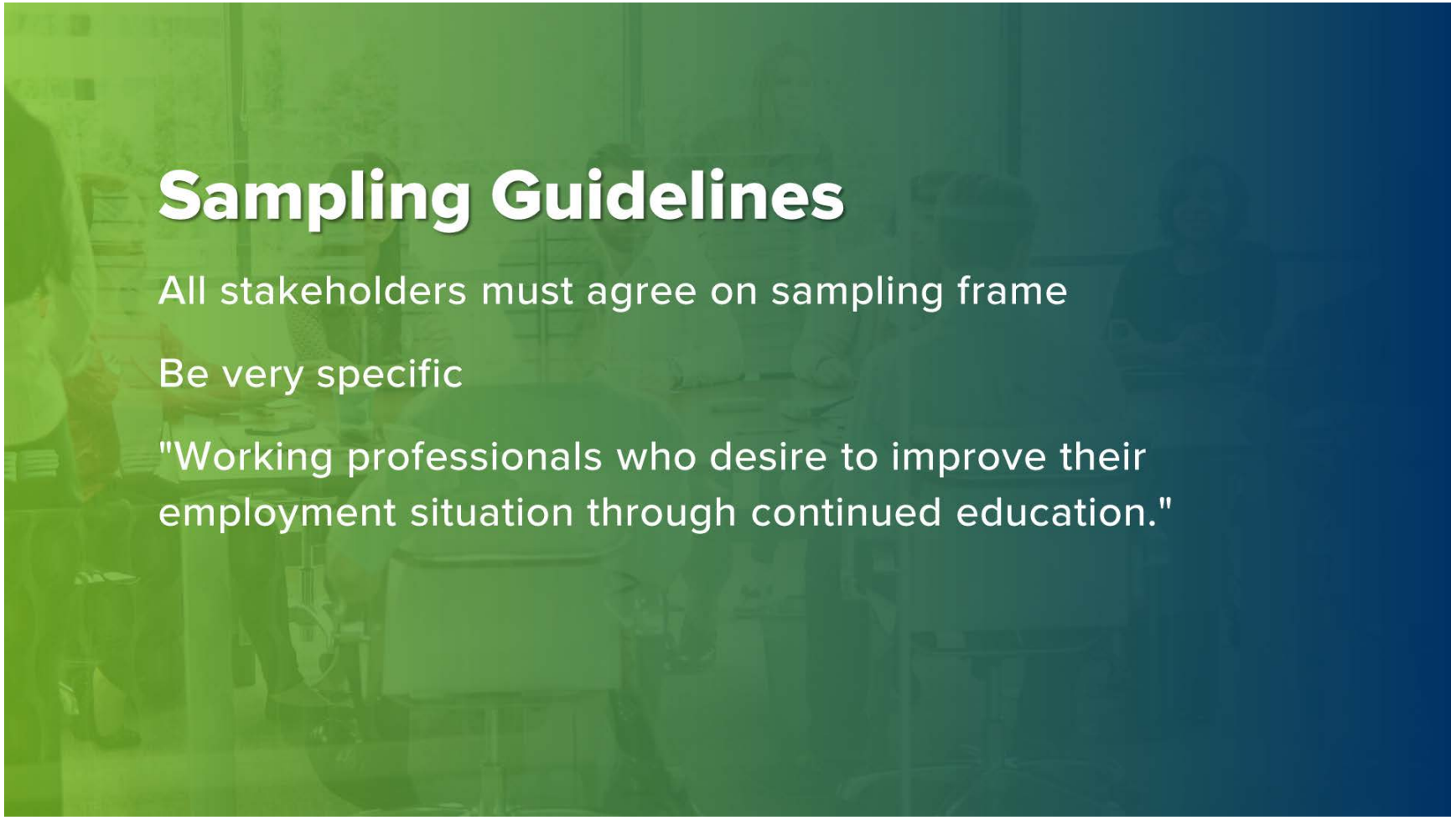
Draw subset from that filtered group

That targeted group forms basis of research

That group is your chosen sample going forward

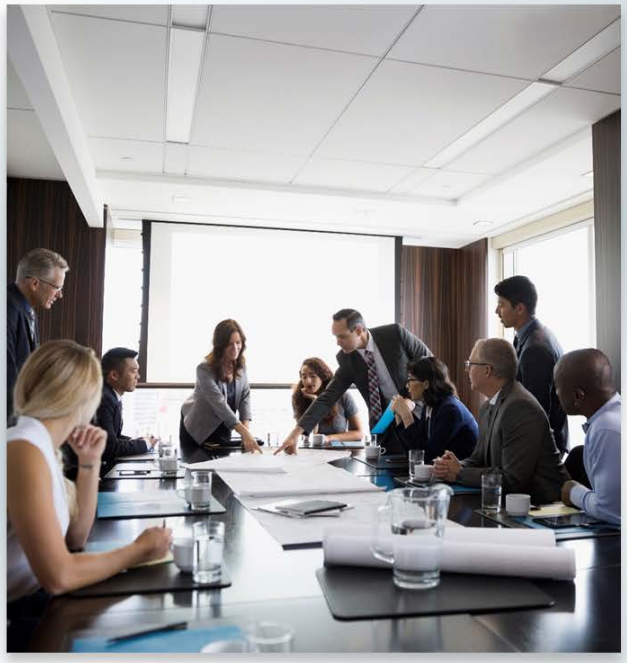
Slide 7: Draw Sample in a Particular Way

Slide 8: Sampling Guidelines



Slide 9: Constraints and Sampling

Constraints and Sampling



Knowing client's constraints (timing, money, risk)

Shapes sampling approach

Indicates level of rigor needed

Slide 10: A Random Sample

A Random Sample

Typically best methodology

Reduces error and adds precision

Lower risk lowers demand for precision

Slide 11: Level of Precision

Level of Precision

Start with agreed upon sample frame

Determine level of precision needed

Choose sample size large enough to gain trust

Slide 12: Sample Based on Budget and Risk