Week 7 lecture notes - PSYC 3435

Feb 27-Mar 3, 2017

Sampling

Definitions:

- Population: everybody that the research tries to make conclusions about
- Sample: the subset of the population that actually participates in the research

Goals of sampling:

- maximize representativeness (how closely sample matches population)
- reduce bias (systematic difference between sample and population)

Sampling methods

Type 1: Probability sampling - individuals chosen at random in such a way that we know the probability that any one individual is selected

Examples:

- simple random sample - each individual has an **equal** chance of being selected
- cluster sample - population divided into groups (clusters). Group(s) selected randomly, then individuals chosen randomly from each cluster
- stratified random sample - sample chosen so that proportion of individuals with a particular characteristic is equivalent in population and sample
- systematic sample - pick a random starting number, then choose every k-th person after that.

Type 2: Convenience sampling - individuals chosen non-randomly
Examples:

- Convenience sampling – use participants who are easy to get (volunteers, etc.)
- Quota sampling - identify specific subgroups, then take from each group until desired number of individuals

Experimental Control

coming soon!