



Sampling in Quantitative Studies



Basic Sampling Concepts in Quantitative Studies



Population

- The aggregate of cases in which a researcher is interested.

Sampling

- Selection of a portion of the population (a sample) to represent the entire population.

Element

- Basic population unit about which information is collected.

Objective



After previewing, the student should be able to do the following:

1. Define population, sample, and sampling.
2. Identify the purpose of sampling.
3. Identify the eligibility criteria for sample selection.
4. Begin to critique a sampling.

Sampling Steps in Quantitative Studies



Identify the population

Specify the eligibility criteria

Specify the sampling plan

(sampling method & sample size)

Recruit the sample

Eligibility Criteria in Quantitative Studies

Establish population characteristics

Determine participation in study

Maximize construct validity

- Inclusion
- Exclusion

Basic Sampling Concepts in Quantitative Studies

Representative sample

- A sample whose **key characteristics** closely approximate those of the population

Sampling bias

- The systematic over- or under-representation of segments of the population on key variables

Q & A

