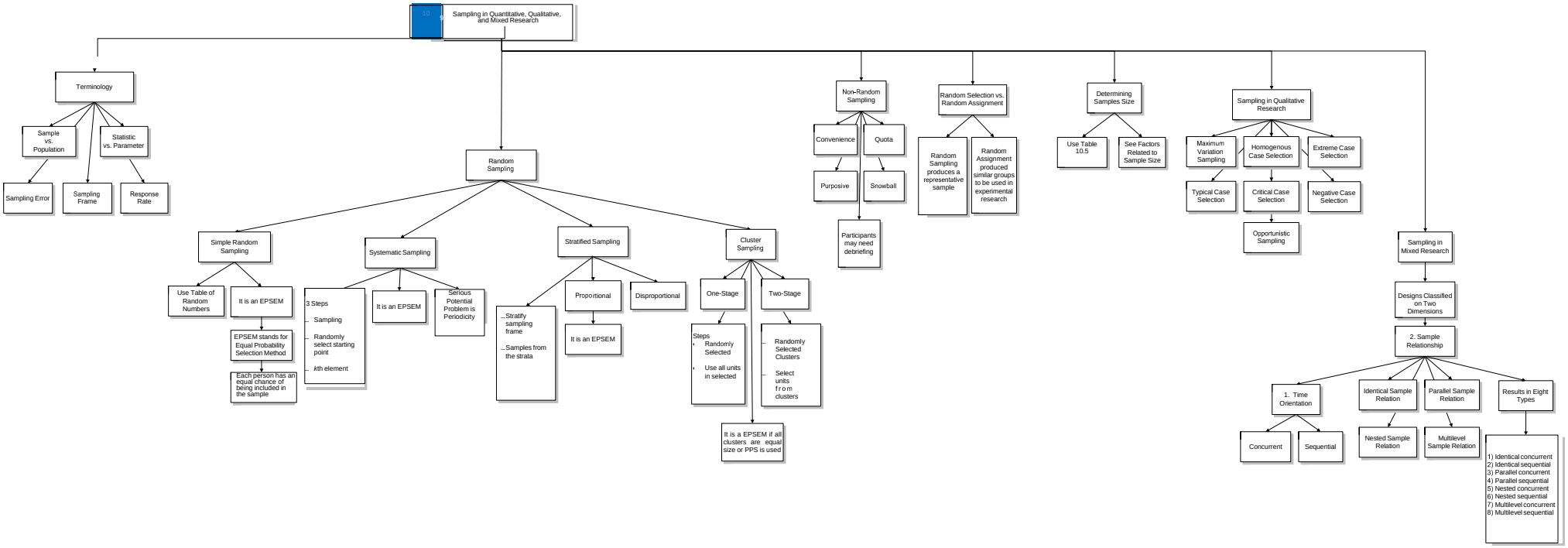
10
Sampling in Quantitative, Qualitative, and Mixed Research
Terminology
Sample vs. Population
Statistic vs. Parameter
Sampling Error
Sampling Frame
Response Rate
Random Sampling
Simple Random Sampling
Use Table of Random Numbers
It is an EPSEM
EPSEM stands for Equal Probability Selection Method
Each person has an equal chance of being included in the sample
Systematic Sampling
3 Steps
Sampling
Randomly select starting point
kth element
It is an EPSEM
Serious Potential Problem is Periodicity
Stratified Sampling
...Stratify sampling frame
...Samples from the strata
Proportional
It is an EPSEM
Disproportional
Cluster Sampling
One-Stage
Steps
Randomly Selected
Use all units in selected
Two-Stage
Randomly Selected Clusters
Select units from clusters
It is a EPSEM if all clusters are equal size or PPS is used
Non-Random Sampling
Convenience
Quota
Purposive
Snowball
Participants may need debriefing
Random Selection vs. Random Assignment
Random Sampling produces a representative sample
Random Assignment produced similar groups to be used in experimental research
Determining Samples Size
Use Table 10.5
See Factors Related to Sample Size
Sampling in Qualitative Research
Maximum Variation Sampling
Homogenous Case Selection
Extreme Case Selection
Typical Case Selection
Critical Case Selection
Negative Case Selection
Opportunistic Sampling
Sampling in Mixed Research
Designs Classified on Two Dimensions
2. Sample Relationship
1. Time Orientation
Concurrent
Sequential
Identical Sample Relation
Nested Sample Relation
Parallel Sample Relation
Multilevel Sample Relation
Results in Eight Types
1) Identical concurrent
2) Identical sequential
3) Parallel concurrent
4) Parallel sequential
5) Nested concurrent
6) Nested sequential
7) Multilevel concurrent
8) Multilevel sequential