



Co-funded by the
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Online Training - Research Methods

NON-PROBABILITY SAMPLING

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01

Power Point
Presentations made
available online from
15 June 2017

02

Multiple choice
exercises (assessment
work) from 30 June
2017

03

Support provided for
further explanation
through skype, blog,
email etc. from 15th
June to 30th July 2017

04

Material archived as
Massive open online
courses (MOOCs) on
ASCENT Virtual
Learning Environment
(VLE) to follow-up
from 30th July onwards

Mode of the training



Population



Sampling - Non Probability Sampling



Learning Outcomes

Apply

Apply the principles described for sample selection and data collection

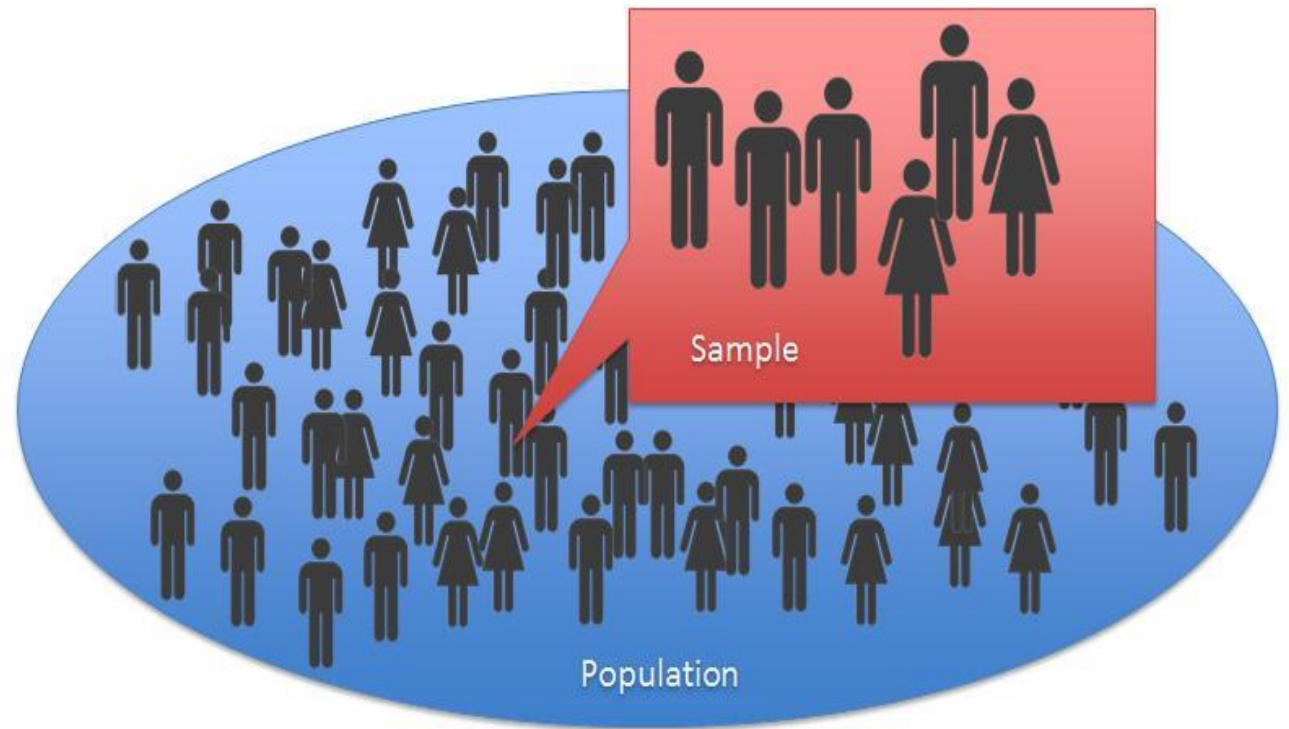
Evaluate

Evaluate your findings to ensure research quality and rigor

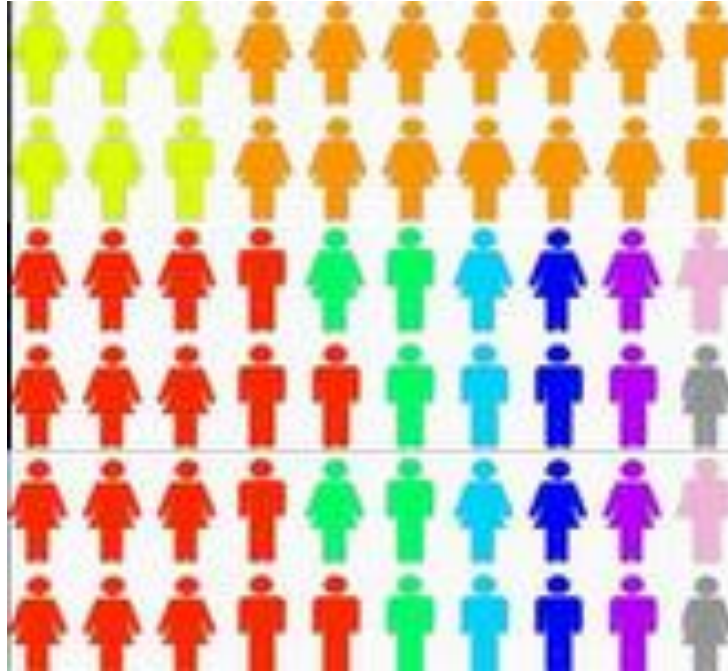


What is sampling?

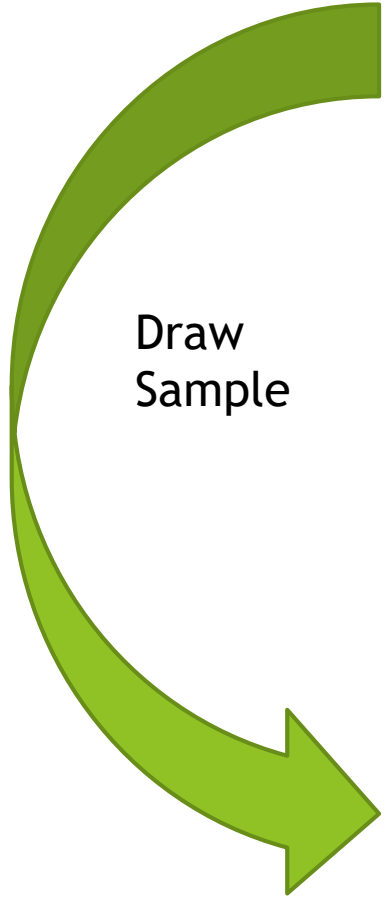
Process of selecting a representative group from the population under study



POPULATION



Draw
Sample



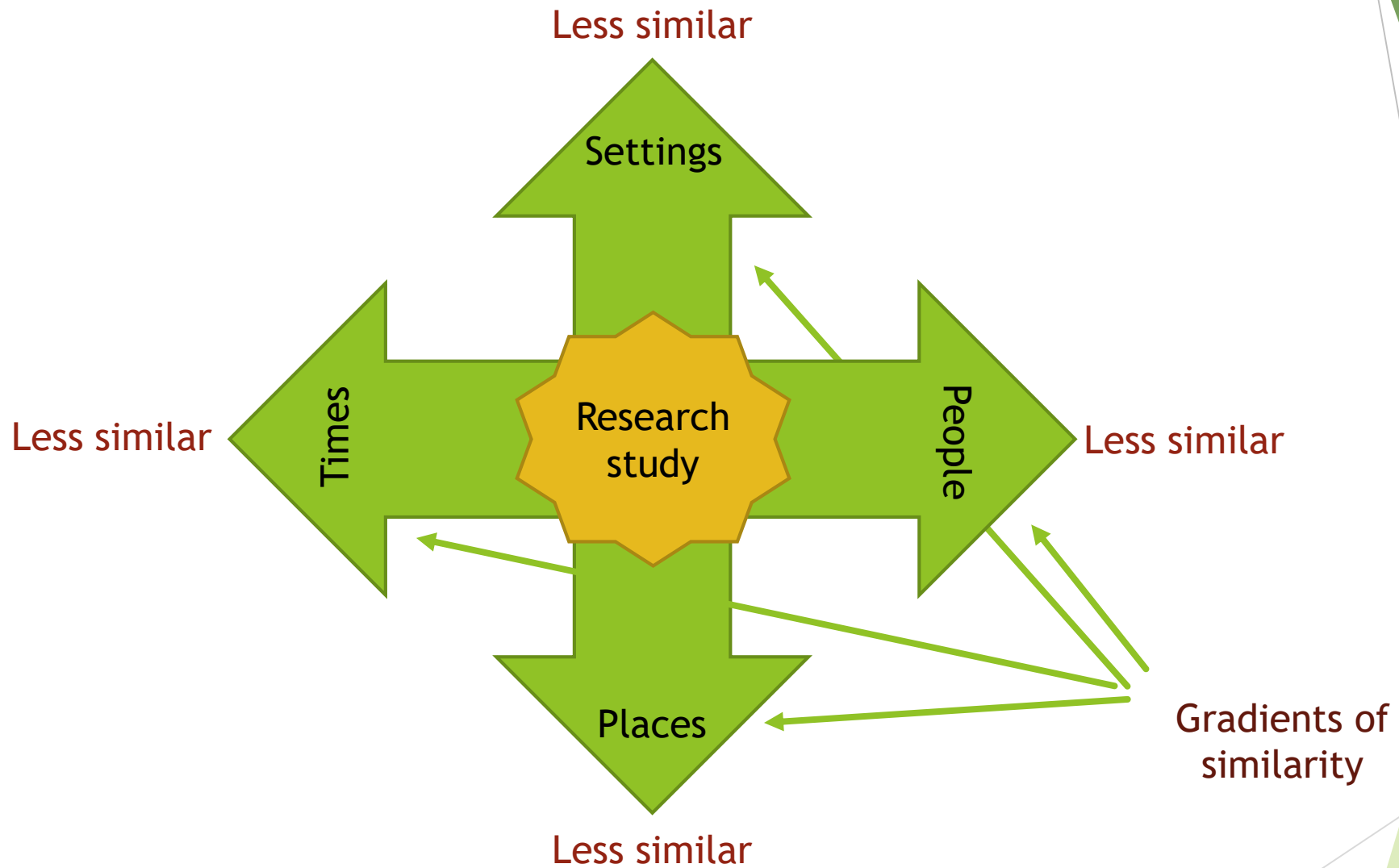
SAMPLE

Generalise
Back



The sampling model





The proximal sampling model ⁷

Source: Campbell (1986)



1. Perhaps you don't know at the time of your study who you might ultimately like to generalize to.
2. You may not be easily able to draw a fair or representative sample.
3. It's impossible to sample across all times that you might like to generalize to (like next year).

Issues with the sampling model



Sampling process



01

Probability Sampling
(Equal probability of selection (EPS))

02

Non-Probability Sampling

Types of Sampling



1

Convenience
sampling

2

Quota
sampling

3

Expert
sampling

4

Snowball
sampling

Non-Probability Sampling



1

Convenience
sampling

2

Quota
sampling

3

Expert
sampling

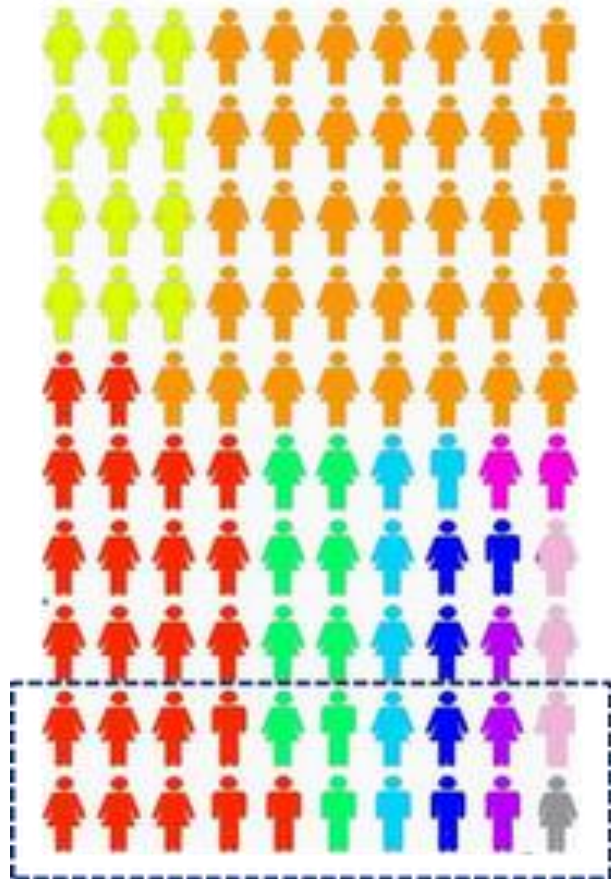
4

Snowball
sampling

Non-Probability Sampling - Convenience Sampling



Population



Convenience Sampling



Convenience sampling

- ▶ Also known as opportunity sampling
- ▶ A sample is drawn from that part of the population that is readily available, or convenient
- ▶ This sampling may systematically exclude representation of all samples within the population



Convenience sampling

Advantages

- Most useful for pilot testing.
- Saves time and money as the sample is readily available.

Disadvantages

- The opinions that you would get from your chosen sample may reflect the unique characteristics of this sample and not be representative of the opinions of the population at large.
- The scientific generalizability of such observations will be very limited.



1

Convenience
sampling

2

Quota
sampling

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Expert
sampling

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Snowball
sampling

Non-Probability Sampling - Quota Sampling





- ▶ The population is segmented into mutually exclusive subgroups

- ▶ A non-random set of observations is chosen from each subgroup to meet a predefined quota

 - ▶ Proportional quota sampling

 - ▶ Non-proportional quota sampling.

Quota sampling



Quota sampling

Advantages

- Convenient, saves time and money.
- It allows capturing the opinions of small and underrepresented groups through oversampling.

Disadvantages

- Neither type of quota sampling will be representative of the whole population.
- The non-proportional technique is even less representative of the population.



1

Convenience
sampling

2

Quota
sampling

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Expert
sampling

4

Snowball
sampling

Non-Probability Sampling - Expert Sampling



ASK AN EXPERT!



- ▶ Respondents are chosen in a non-random manner based on their expertise on the phenomenon being studied

Expert sampling



Expert sampling

Advantages

- Opinions from a sample of experts are more credible than a sample that includes both experts and non-experts.

Disadvantages

- The findings are still not generalizable to the overall population at large.



1

Convenience
sampling

2

Quota
sampling

3

Expert
sampling

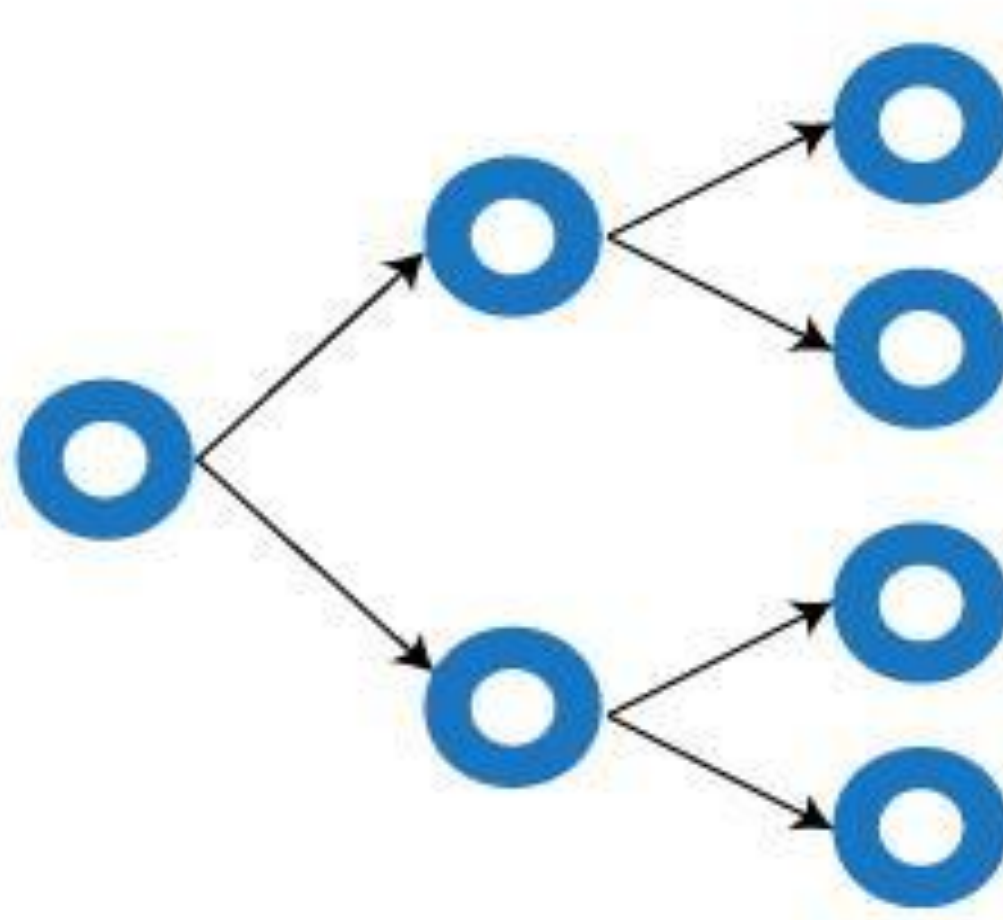
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Snowball
sampling

Non-Probability Sampling - Snowball Sampling



- ▶ Identifying a few respondents that match the criteria for inclusion in the study
- ▶ Ask respondents to recommend others they know who also meet the selection criteria



Snowball sampling



Snowball sampling

Advantages

- It may sometimes be the only way to reach hard-to-reach populations or when no sampling frame is available.

Disadvantages

- This method hardly leads to representative samples.



References

- ▶ Bhattacharjee, A. (2012), Social Science Research: Principles, Methods, and Practices. *Textbooks Collection*. Book 3.
- ▶ Campbell, D. (1986), Relabeling internal and external validity for applied social scientists. *New Directions for Program Evaluation*, 1986 (31), 67-77.



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