Quadrant II – Transcript and Related Materials

Programme: Bachelor of Arts (S.Y.B.A)

Subject: Political Science

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Paper Title: 'Public Opinion and Survey Research'

Unit: Unit 2

Module Name: 'Types of Sampling: Sampling Error and Non-Response'

Module No: 07

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Notes:

Types of Sampling

- **When you conduct research about a group of people, it's rarely possible to collect data from every person in that group. Instead, you select a sample.**
- **The sample is the group of individuals who will actually participate in the research.**
- **To draw valid conclusions from your results, you have to carefully decide how you will select a sample that is representative of the group as a whole.**

Probability Sampling

- **Probability sampling is defined as a sampling technique in which the researcher chooses samples from a larger population using a method based on the theory of probability.**
- **For a participant to be considered as a probability sample, he/she must be selected using a random selection.**
- **The most critical requirement of probability sampling is that everyone in your population has a known and equal chance of getting selected.**

- **For example, if you have a population of 100 people, every person would have odds of 1 in 100 for getting selected.**
- **Probability sampling gives you the best chance to create a sample that is truly representative of the population.**
- **Probability sampling uses statistical theory to randomly select a small group of people (sample) from an existing large population and then predict that all their responses will match the overall population.**

Examples of Probability Sampling

- **Simple random sampling: in a simple random sample, every member of the population has an equal chance of being selected. Your sampling frame should include the whole population.**
- **Systematic sampling: Every member of the population is listed with a number, but instead of randomly generating numbers, individuals are chosen at regular intervals.**
- **Cluster Sampling: Cluster sampling also involves dividing the population into subgroups, but each subgroup should have similar characteristics to the whole sample.**

Non Probability Sampling

- **Non-probability sampling is defined as a sampling technique in which the researcher selects samples based on the subjective judgment of the researcher rather than random selection.**
- **It is a less stringent method.**
- **This sampling method depends heavily on the expertise of the researchers.**
- **It is carried out by observation, and researchers use it widely for qualitative research.**

Examples of Non Probability Sampling

- **Convenience sampling: A convenience sample simply includes the individuals who happen to be most accessible to the researcher.**

- **Voluntary response sampling: Instead of the researcher choosing participants and directly contacting them, people volunteer themselves (e.g. by responding to a public online survey).**
- **Snowball Sampling: Snowball sampling can be used to recruit participants via other participants. The number of people you have access to "snowballs" as you get in contact with more people.**

Sampling Errors & Non Response

- **Population specification error: A population specification error occurs when researchers don't know precisely who to survey.**
- **Sample frame error: Sampling frame errors arise when researchers target the sub-population wrongly while selecting the sample.**
- **Non-Response: This may occur because either the potential respondent was not contacted or they refused to respond.**