

Quadrant II - Transcript and Related Materials

Programme: Bachelor of Arts (Third Year)

Subject: Psychology

Paper Code: PSC109

Paper Title: Psychological Research

Unit: 02 (Types of Research and Research Process)

**Module Name: Sampling Methods: Non-Probability
Sampling Designs**

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Notes:

NON-PROBABILITY SAMPLING:

- Non-Probability Sampling is the procedure which does not afford any basis for estimating the probability that each item in the population has being of included in the sample.
- It is also known by different names such as deliberate sampling, purposive sampling and judgemental sampling.
- In such sampling items for the sample are selected deliberately by the researchers. His

choice concerning the items remains supreme.

Under Non-Probability sampling the organisers of the inquiry purposively choose the particular units of the universe for constituting a sample on the basis of the small mass that they so select out of a huge one will be typical or representative of the whole.

For instance, if economic conditions of people living in a state are to be studied, a few towns and villages may be purposively selected for intensive study on the principle that they can be representative of the entire state. Thus, the judgement of the organisers of the study plays an important part in the sampling design.

NON-PROBABILISTIC SAMPLING METHOD

- QUOTA SAMPLING
- JUDGEMENTAL SAMPLING
- OPPORTUNITY SAMPLING
- VOLUNTEER SAMPLING
- THEORATICAL SAPMLING

1. QUOTA SAMPLING:

- ✚ It is a technique that can be used to sample from heterogeneous population for which no exhaustive sampling frame exists.
- ✚ Quota sampling is non-probabilistic because the sample consists of a fixed number of individuals (the quota) who are included in the sample because they possess certain characteristics rather than on the basis of

standard procedure, as in probabilistic sampling

- ✚ The basic idea of Quota Sampling is that the representative sample may be obtained without the need for an exhaustive sampling frame as long as the population can be subdivided on one or more variables in known proportions, and if those relationships are subsequently preserved within the sample taken from each subdivision.

2. JUDGEMENTAL SAMPLING:

- ✚ Judgemental sampling involves the researcher using her/his judgement and knowledge to decide which member of a population should be taken into the sample.
- ✚ For example, to form a sample of 11-16 year-olds, by the judgemental sampling method would require guessing or estimating the age of each candidate for inclusion rather than checking birth certificates or similar official records.

3. OPPORTUNITY SAMPLING:

- ✚ An opportunity sample consists of those individuals who are willing to take part in the research at the time.
- ✚ The usual method to conduct opportunity sampling is to simply ask members of population whether they would like to participate in the research.

4. VOLUNTEER SAMPLING:

- ✚ It is the form of sampling that occurs when those individuals who have volunteered in response to an advertisement or a similar invitation are accepted into the sample.
- ✚ The key feature of a volunteer sample is that its members are all self-selected and for this reason it is generally accepted that they differ in various ways from the general population.

5. THEORETICAL SAMPLING:

- ✚ A theoretical sample is created from a working universe whose members are defined in terms of particular characteristics of theoretical interest.
- ✚ For instance, if the research is concerned with the deleterious effects to emotional attachments of being in hospital as a child, a theoretical sample would be one that draws from the working universe of children who actually show evidence of disrupted attachments following a stay in hospital rather than from one defined more generally.

Books for Reference:

1. Goodwin, C. J. (2010). *Research in psychology: Methods and design*, (8th ed). USA: Wiley.
2. Kothari, C.R., Garg, G. (2018). *Research methodology: Methods and techniques*, (4th ed). New Delhi: New Age International Publishers.

3. Kumar, R. (2014). Research Methodology: A step-by step guide for beginners (4th ed.) New Delhi: Sage Publications India Pvt Ltd.
