

LITTLE

QUICK FIX:

**SELECT A
SAMPLE**

Paul
Silvia



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#LittleQuickFix

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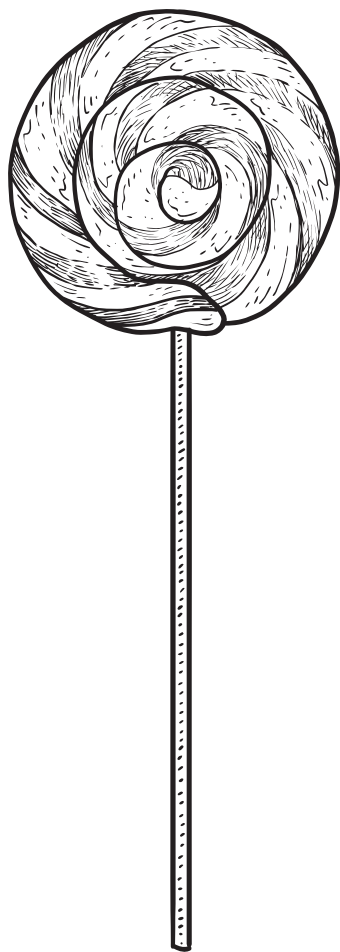
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Everything in this book!

Section 1 Sampling is studying a ‘part’ to understand the ‘whole’. Studying samples enables researchers to understand large, dispersed groups.

Section 2 Your population is the broader group you want to understand, not ‘everyone everywhere’. Defining your population narrowly gives your project focus and credibility.

Section 3 Probability sampling methods, the gold standard in sampling, should be your first choice. They create a small-scale replica of the population by randomly selecting members from it.

Section 4 Because non-probability methods – quota, convenience, and purposive sampling – introduce subjective judgment into the sampling process, you should view them as fallbacks for when probability sampling isn’t feasible.



Section 5 Asking participants for referrals, known as **snowball sampling**, lets you recruit members of ill-defined, hard-to-reach, and wary populations.

Section 6 To sample ethically, researchers must **think through the legal and ethical issues** and consult their local ethics office.

Section 7 Reducing error involves targeting both **random error and systematic, consistent biases in sampling**.

Section 8 Plan for the largest feasible sample size: **large samples reduce your margin of error and increase statistical power**.



Section

**Studying samples
enables researchers
to understand large,
dispersed groups**

