

# Chapter 10: Sampling



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## Looking Forward

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- Define sampling
- Differences between Qualitative Quantitative samples
- *Learn the skill:* How to judge if a sample is a quality sample(robust)
  - Differentiate between populations, sampling frames, and samples. Not all Samples are created equal.



## **The Sample**

A sample is a small, yet informative, group of individuals that we use to make informed conclusions about a wider population.

A sample should be a thorough representation that lends legitimacy to claims you want to make claims via your research.



## What is a population?

**Population** – is the group of individuals you are interested in gathering data about/create/report research about.

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A population can't be too broad and unspecific, the bigger the population allows the more room for variables other than the ones you can control and take into account – can influence the results.

Example: MSW Students



## How to choose your sample?

**Sampling Frame** – the zone between your population and sample.

Making an *actionable* list, like a planning tool, to identify ‘Where do you find the people for the sample’?

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What location, racial background, cultural group etc. – The common factors the sample and population share.

*What other characteristics can be identifiers?*



## **Recruitment**

**Recruitment**- the process by which the researcher informs potential participants about the study and attempts to get them to participate

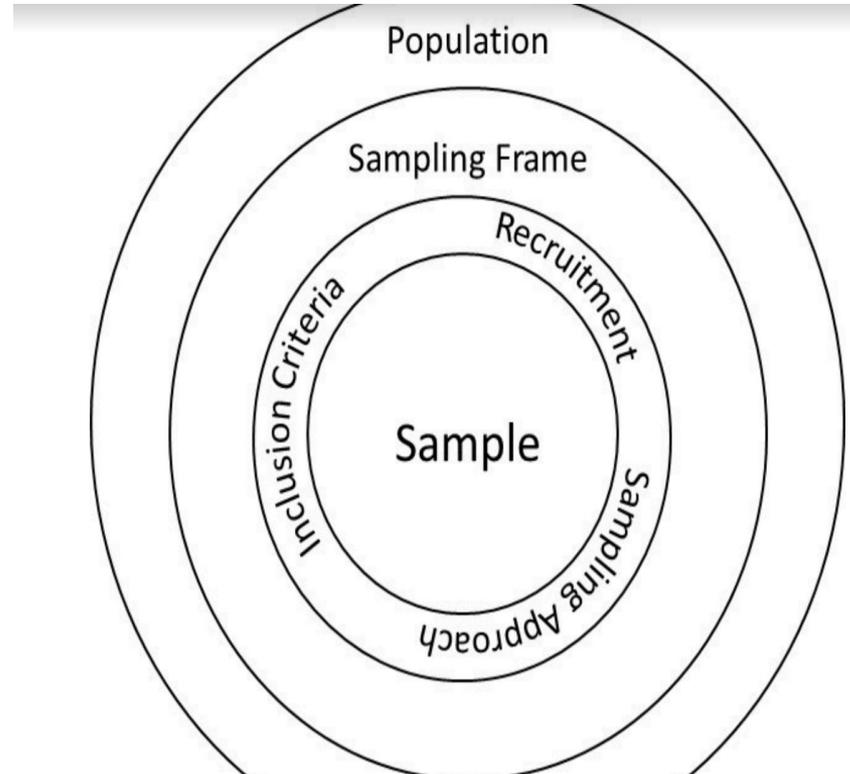
Methods: Phone Calls, Print advertisements - and flyers, social media ads, text messages, emails etc.

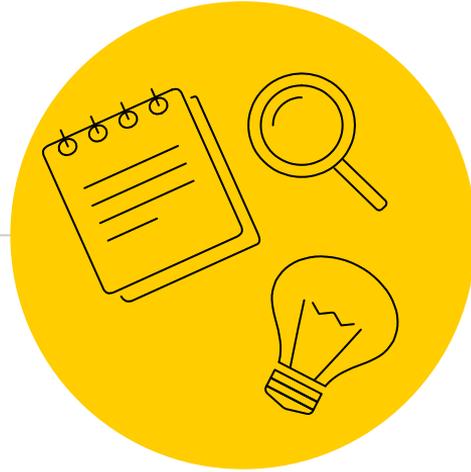


## Do they qualify?

**Exclusion Criteria** - characteristics that disqualify a person from being included in a sample

**Inclusion Criteria** - the characteristics a person must possess in order to be included in a sample





# Qualitative Research\*

Chapter 10.2



## Nonprobability Sampling

### Purposive

Choosing participants from a sample frame because they have characteristics that the researcher desires.

### Quota

A step further than purposive sampling. Creating subgroups based off identified categories, and the researcher decides how many participants there will be in each subgroup.

### Snowball

Researcher identifies initial participants and relies on those participants to recruit additional participants.

### Convenience

Research recruits participants based on availability, access, and resources.



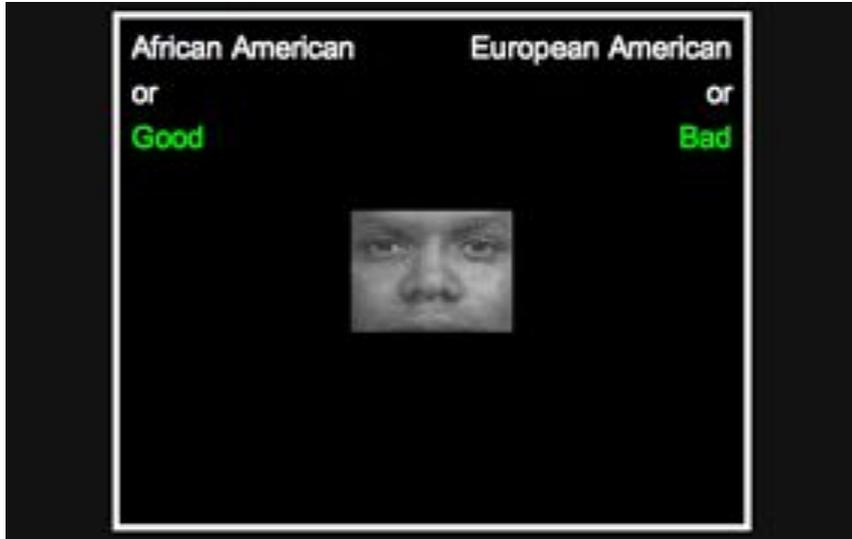
## **Bias in sampling**

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Occurs when the elements selected for inclusion in a study do not represent the larger population from which they were drawn.



## Bias in sampling



<https://implicit.harvard.edu/implicit/takeatest.html>

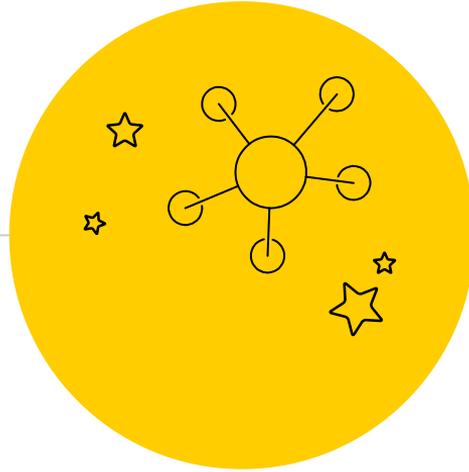
# Everyday Bias

Further Explorations into How the Unconscious Mind Shapes Our World at Work

An Evolving Understanding of Unconscious Bias Offers Opportunities for Improving Performance at Your Place of Work  
by Howard Ross, Founder and Chief Learning Officer, Cook Ross Inc.

**cook ross**  
SUDDENLY ANYTHING IS POSSIBLE

<https://cookross.com/everyday-bias-thought-paper/>



# Quantitative Research

Chapter 10.3



## What's the goal?

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- ◉ **Generalizability** – the idea that a study's results will tell us something about a group larger than the sample from which the findings were generated
- ◉ **Probability sampling** – techniques for which a person's likelihood of being selected from the sampling frame is known.



## Sampling must be

### Random

using randomly generated numbers to determine who from the sampling frame gets recruited into the sample

### Representative

a sample that resembles the population from which it was drawn in all the ways that are important for the research being conducted.



## Basic approaches

### 1. Simple random sampling

selecting elements from a list using randomly generated numbers

Requires a computer generator

### 2. Systematic sampling

selecting every  $k$ th element from a list

Pick your  $k$  interval by dividing the total number of population elements by your desired sample size.

Check for periodicity- patterns embedded in data (like days of the week) and probability proportionate to size



## How do you ensure you represent specific variations?

### 3. Stratified sampling

dividing the study population into relevant subgroups and then draw a sample from each subgroup

Great for demographic data

### 4. Cluster sampling

begins by sampling groups (or clusters) of population elements and then selects elements from within those groups

Occurs in stages

Helpful if you don't have all the data to make clean subgroups

# Sampling error is inevitable + measurable.

A statistical calculation of the difference between results from a sample and the actual parameters of a population.



*Researchers have a responsibility to use culturally competent practices to recruit and retain potential participants. Effective communication with the community of interest is imperative, and may involve partnering with bilingual or bicultural individuals who can facilitate and provide interpretation (Casado et al., 2012). Social work research is a relational endeavor, particularly when engaging cross-culturally or with marginalized populations, and thus, utmost attention must be given to nurturing and sustaining relationships with community partners and participants throughout the project (Amador, Travis, McAuley, Bernard, & McCutcheon, 2006). Such collaboration and regular contact is an investment of time and effort that cannot be shortchanged for effective recruitment and retention.*



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(p. 419, Mirick, Davis & Wladkowski, 2017)



## References

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- Dicarlo, M. (2018). Scientific inquiry in social work. Open Social Work Education.
- Mirick et al., (2017). Understanding sampling and recruitment in social work dissertation research.



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# Thanks!

*Any* **questions** ?