

# SAMPLING METHODS IN QUANTITATIVE AND QUALITATIVE RESEARCH

Social Work Research

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# HOW ARE YOU?

**ANY ISSUES, CONCERNS,  
CELEBRATIONS, QUESTIONS,  
PROVOCATIONS, DESIRES THAT  
WE SHOULD KNOW ABOUT?**

# AGENDA

- ❖ Check-in: how are you?
- ❖ Overview of key concepts
- ❖ Example from Austin's dissertation research
- ❖ Facilitated discussion
- ❖ Next steps

# KEY TERMONOLOGY

Term	Definition
Population	
Elements	
Sample	
Representative sample	
Sampling frame	
Sampling error	

# KEY TERMONOLOGY

<b>Term</b>	<b>Definition</b>
Population	The entire set of individuals or other entities to which study findings are to be generalized
Elements	The individual members of the population whose characteristics are to be measured
Sample	A subset of a population that is used to study the population
Representative sample	A subset of a population that seeks to accurately reflect the characteristics of the larger group
Sampling frame	A list of a population that is used to study the population as a whole
Sampling error	Error caused by observing a sample instead of the whole population. The sampling error is the difference between a sample statistic used to estimate a population parameter and the actual but unknown value of the parameter.

# PROBABILITY SAMPLING

- Used when you want to generalize to the population (inferential statistics)
- Relies on random or chance selection procedures (flipping a coin)
- Simple random sampling, systematic random sampling, stratified random sampling



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## PUBLICLY AVAILABLE DATASETS

- **National Health Interview Survey** (<https://www.cdc.gov/nchs/nhis/index.htm>), nationally representative survey that covers a broad range of health topics through personal household interviews since 1956.
- **American Community Survey** (<https://www.census.gov/programs-surveys/acs>), nationally representative, random sample of the USA population. It is an ongoing survey that provides vital information on a yearly basis about our nation and its people.
- **General Social Survey** (<https://gss.norc.org/get-the-data>) The GSS covers topics like civil liberties, crime and violence, intergroup tolerance, morality, national spending priorities, psychological well-being, social mobility, and stress and traumatic events.
- **Behavioral Risk Factor Survey** (<https://www.cdc.gov/brfss/index.html>) is a health-related telephone surveys that collect state data about U.S. residents regarding their health-related risk behaviors, chronic health conditions, and use of preventive services.

**Check Out IPUMS**



# NON- PROBABILITY SAMPLING

Typically used in qualitative research to recruit hard-to-reach participants whose lived experiences make them experts on your research topic.

## What are non-probability-based sampling methods?

- Availability/convenience sampling
- Quota sampling
- Purposive sampling
- Snowball sampling

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**WE WANT YOU**

# MY DISSERTATION: “QUEERING” AGE-FRIENDLY NYC

**A participatory action research study designed alongside a coalition of LGBTQIA+ elders of color, mostly African American and Latinx, committed to the future of the City and our collective right to it.**

- How might you go about finding a sample population?
- What strategies might you employ to recruit hard-to-reach participants for this study?
- What potential challenges and opportunities do you foresee with recruitment and retention of this population during Covid-19?



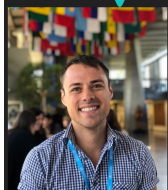
### Research study for LGBT+ elders of color

- ❖ Do you identify as LGBT+?
- ❖ Are you a person of color?
- ❖ Are 50 years old or older?

**If yes, please participate  
in wisdom circles about  
aging in NYC!**

#### **Participants will be asked to participate in:**

- Five wisdom circles, over Zoom.
- Wisdom circles will be recorded and transcribed for later analysis.
- You will receive \$20 for each wisdom circle.



**If you would like to participate,  
please contact Austin Oswald:**  
[aoswald@gradcenter.cuny.edu](mailto:aoswald@gradcenter.cuny.edu)  
**646-463-2930**

Hunter College IRB: 2020-0884 | Date approved August 8, 2021

## PARTICIPATORY ACTION RESEARCH WITH QUEER ELDERS OF COLOR

### Tips for researching hard-to-reach populations:

- The obstacles that you anticipate during recruitment could be completely inaccurate, or worse, stereotypic.
- Develop meaningful relationships with gatekeepers and craft culturally responsive recruitment strategies together.
- Participate in community-based activities and programming at the study site.
- Organize a community event where you (the researcher) introduce yourself and research to the community.
- Seek out potential ambassadors for the research for snowball sampling procedures.

# RECRUITMENT IS RELATIONSHIP BUILDING

Hello,  
I would like to participate in your research study on Tuesday, November 9, 2021 from 4p-5p.

I am a Big Black Beautiful Bohemian Bougie Buddhist Butch who is 65 years old.

Thanks so much for your interest, I hope the outcomes gives a wealth of data that will help increase the quality of life for my Community.

It's so wonderful to meet you and learn about the many vibrant intersects that you embody. How fabulous! Thank you for your interest in the wisdom circles. I'm looking forward to us getting to know each other better, starting this afternoon! Please spread the word, I promise that we'll build something beautiful together.

With care,  
Austin

Thanks so much for the Lovingkindness response!

I am also a 100% Disabled Veteran.

Oh wow! Thank you for your service, most especially with Veterans Day around the corner. I'm originally from Canada, and we wear poppies for the month of November in honor of Veterans. I'm looking forward to this afternoon.

# FACILITATED DISCUSSION



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## NEXT WEEK

Session	Date	Topic	Assignments Due
10	11/17	Designing survey research in social work	<i>Draft term paper for peer review process</i>