

Types of Sampling

a. Simple random sampling

The researcher chooses the sample from the entire population through a randomization technique—for example, drawing names out of a hat, or using a random number table or random number generator.

b. Stratified random sampling

The researcher separates the population into a number of strata (statistical subpopulations) and then takes a random sample within each stratum. Examples of possible strata are freshman, sophomore, junior, and senior classes; or males and females.

c. Systematic sampling

The researcher separates the population into evenly sized groups, randomly selects one participant in the first group, and then selects every n^{th} participant. For example, the entire student roster is numbered, numbers 1 through 25 are placed in a hat, and a number is drawn. Say the number 7 is chosen; every 25th student afterward is selected. Our sample consists of #7, #32, #57, and so forth.

d. Cluster sampling

The researcher separates the population into groups and then randomly selects some of these groups to participate. For example, the numbers of every classroom in school are placed in a hat, and five classrooms are selected. *Every* student in those five classrooms participates.

e. Convenience sampling

The researcher selects participants based on easy accessibility—for example: the researcher stands in one location at school and selects the first 50 students who walk by.