

NON-PROBABILITY SAMPLING

- ◆ Sampling technique where the **odds** of any member being selected for a sample **cannot be calculated**.
- ◆ **Opposite of probability sampling**, where the odds can be calculated.
- ◆ Non-probability sampling does **not involved random section**.
 - It relies on the **subjective judgement** of the researcher.

- ◆ It's very cost and time effective.
- ◆ Easy to use
- ◆ Can be used when it's impossible to conduct probability sampling (e.g. when researcher have a very small population to work with).



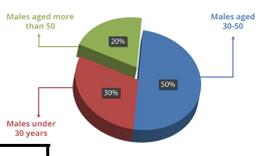
- ◆ It's impossible to know how well you are representing the population.
- ◆ Can't calculate confidence intervals and margins of error.
- ◆ If none of all above, need to consider probability sampling methods first.

RECAP FROM NEWSLETTER VOL. 1:



Where research participants recruit other members for the study. Useful when participants might be hard to find. For example, a study on working prostitutes or current heroin users.

Where the groups (i.e. age group) in the sample are proportional to the groups in the population.



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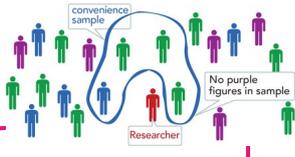
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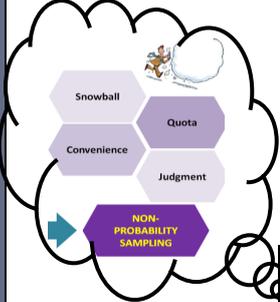
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Depend on the judgement of the researcher when it comes to selecting the units (e.g., people, cases/ organizations, events, pieces of data) that are to be studied



Involves collecting a sample from somewhere convenient to researcher: the mall/ local school. Sometimes called accidental sampling, opportunity sampling or grab sampling.



NON-PROBABILITY SAMPLING

Researcher include people who are **easy to reach**.

It runs a high risk that the sample **will not be representative** of the population

Is the only way to increase the number of participants.

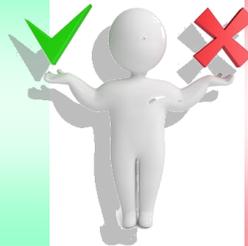
Convenience Sampling

Helpful when necessary to conduct a study quickly or researcher on a short budgeted.

Volunteers would constitute a convenience sample

It is the only methods can be used when researcher can't get a list of all the members of a population.

- ◆ It's relatively **easy** to get a sample.
- ◆ It's **inexpensive**, compared to other techniques.
- ◆ Participants are readily available.



- ◆ An **inability to generalise** the results of the survey to the population as a whole.
- ◆ The possibility of under or over representation of the population.
- ◆ The underlying reasons why some people choose to take part and some do not can skew your results.

Judgemental Sampling

Researcher selects a sample based on their knowledge about the study and population.

The participants are selected based on the purpose of the sample /needs of the study

Applicants who do not meet the profile are rejected.

Pros

1. it's easier to make generalisations about the sample compared to random sample
- not all participants have the characteristic that being study

Cons

1. sometimes open to **selection bias** and error
2. the representative of the samples can be doubtless

References: <https://explorable.com/non-probability-sampling> <http://www.statisticshowto.com/non-probability-sampling/>
http://psc.dss.ucdavis.edu/faculty_sites//sommerb/sommerdemo/sampling/types.htm

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