

Sampling

Dr. Claire Collins
Director of Research
ICGP

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What is a sample?

- Finite group
- Representative
- Keep in mind!
 - Sampling error
 - Bias: Selection/Non-response

The steps involved

- Population & Unit of Observation
- Sampling Frame
- Sampling technique/method
- Sample size

Quantitative Sampling Options

- Random
- Stratified Random
- Systematic
- Cluster
- Quota
- Grab

Sample Size

- Size of effect – bigger effect, fewer cases
- Significance – type I error, true difference=0, observed difference due to chance
- Power of test - \uparrow power x2, \uparrow sample size x4; how likely to detect an effect; type II error, accept null incorrectly

Keep in mind

- Errors in the sampling frame
- Refusals
- Making Contact
- Access Problems

Qualitative Sampling Options

- Purposeful Sampling
- Information-rich cases
- Deviant case
- Maximum variation
- Homogeneous
- Typical Case
- Critical Case – Snowball/Chain
- Criterion
- Opportunistic sampling – on the spot decisions

Response Rates

- Different depending on data collection method
- Postal – 50% after 1 reminder
- Face-to-Face – 75%+

Calculating Response Rates

- Target Sample
- Achieved Sample
- Of those Eligible?
- Of those Contacted?