



SHERIDAN
INSTITUTE OF HIGHER EDUCATION

RS292 Research Methods

Choosing Participants

Lecturer: Dr Maya Krayneva

Textbook: Saunders, M., Lewis, P. & Thornhill, A. (2016). *Research methods for business students* (7th ed.). Pearson. (Chapter 7)



If you could have dinner with anyone,
who would it be and why?



Choosing participants

- Who will you choose to be involved in your research?
- How will you choose your participants?

Population

- The whole group of people who share the characteristic being studied.

What is your population for your research project?

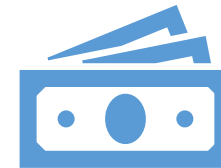
Why do we need to sample?



Impracticable...



Time constraints ...



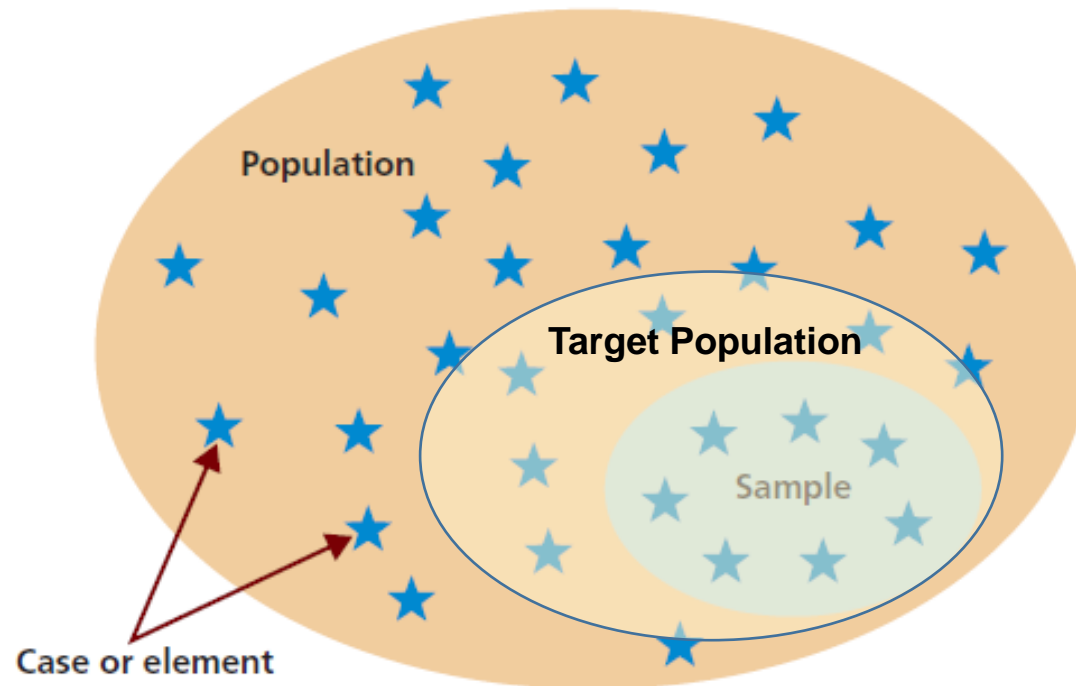
Budget constraints ...

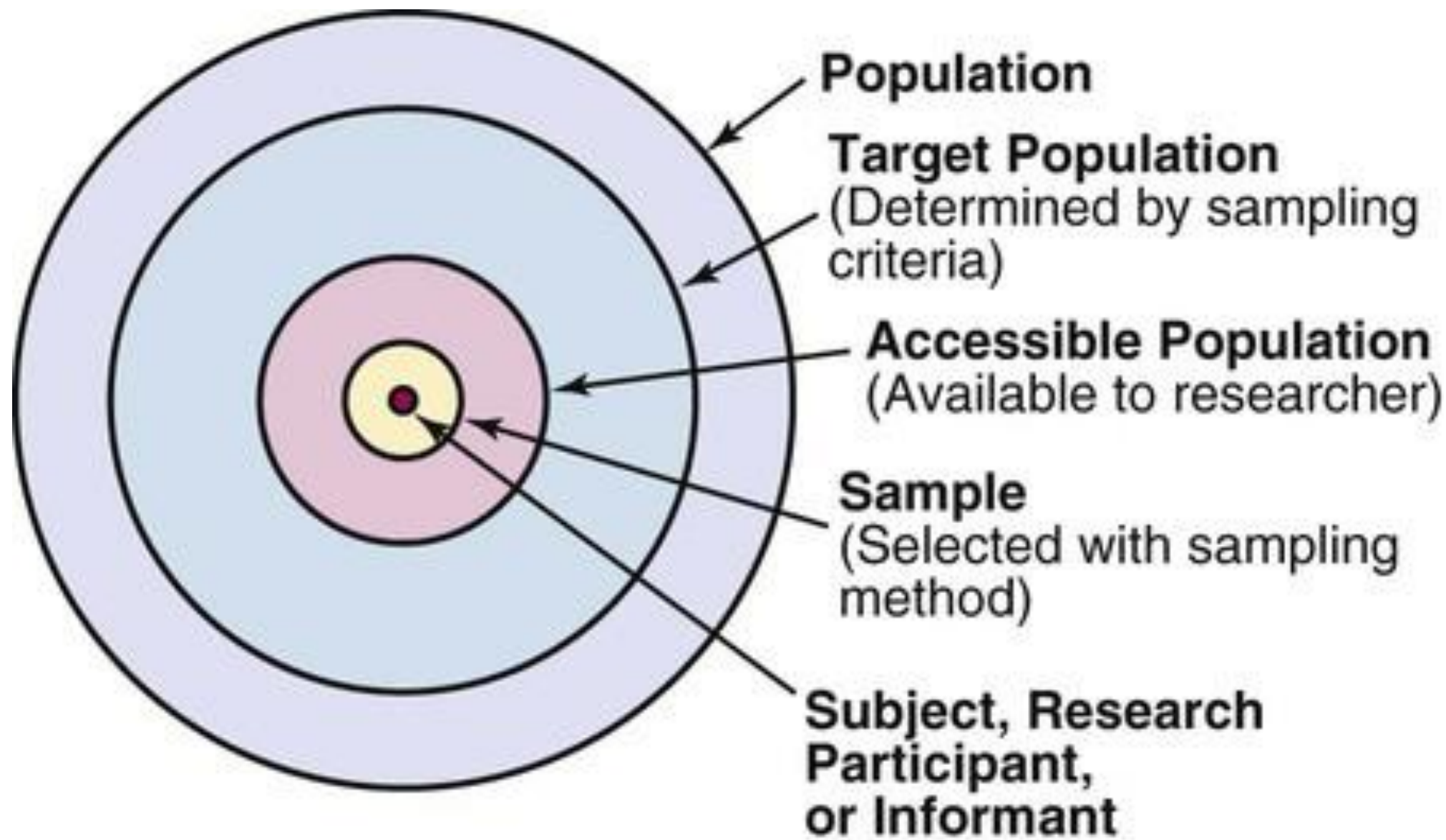
... to study the full population

A census is studying the full population

Target population

- Reduce population to a more manageable size (e.g. iPhone “users” → iPhone users at Sheridan).





Categories of Sampling Method

Probability sampling

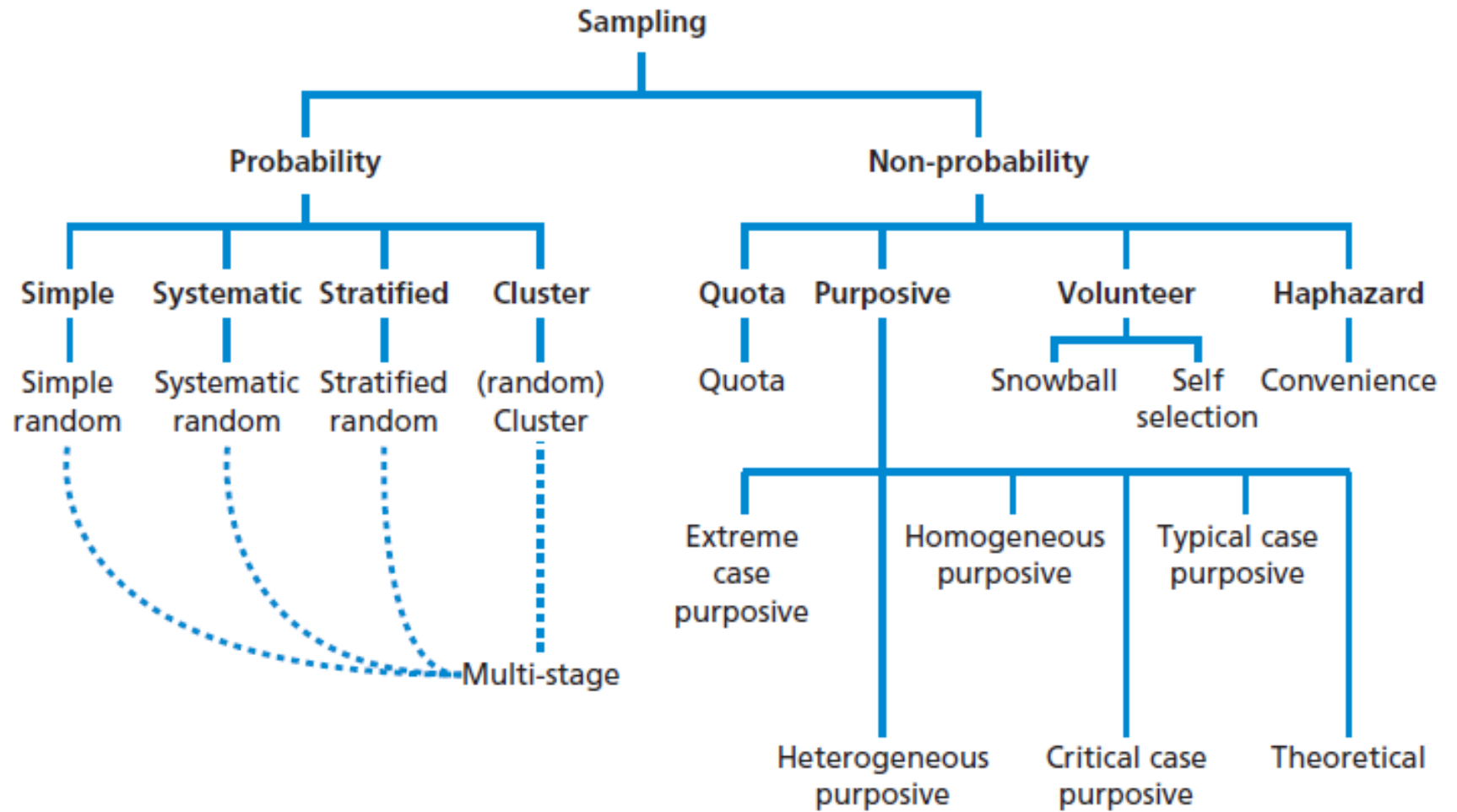
- probability of each case being selected from the target population is known (and is usually equal for all cases)

Non-probability sampling

- alternative techniques to select samples (the majority of which include an element of subjective judgement)



Sampling Strategies



Probability Sampling

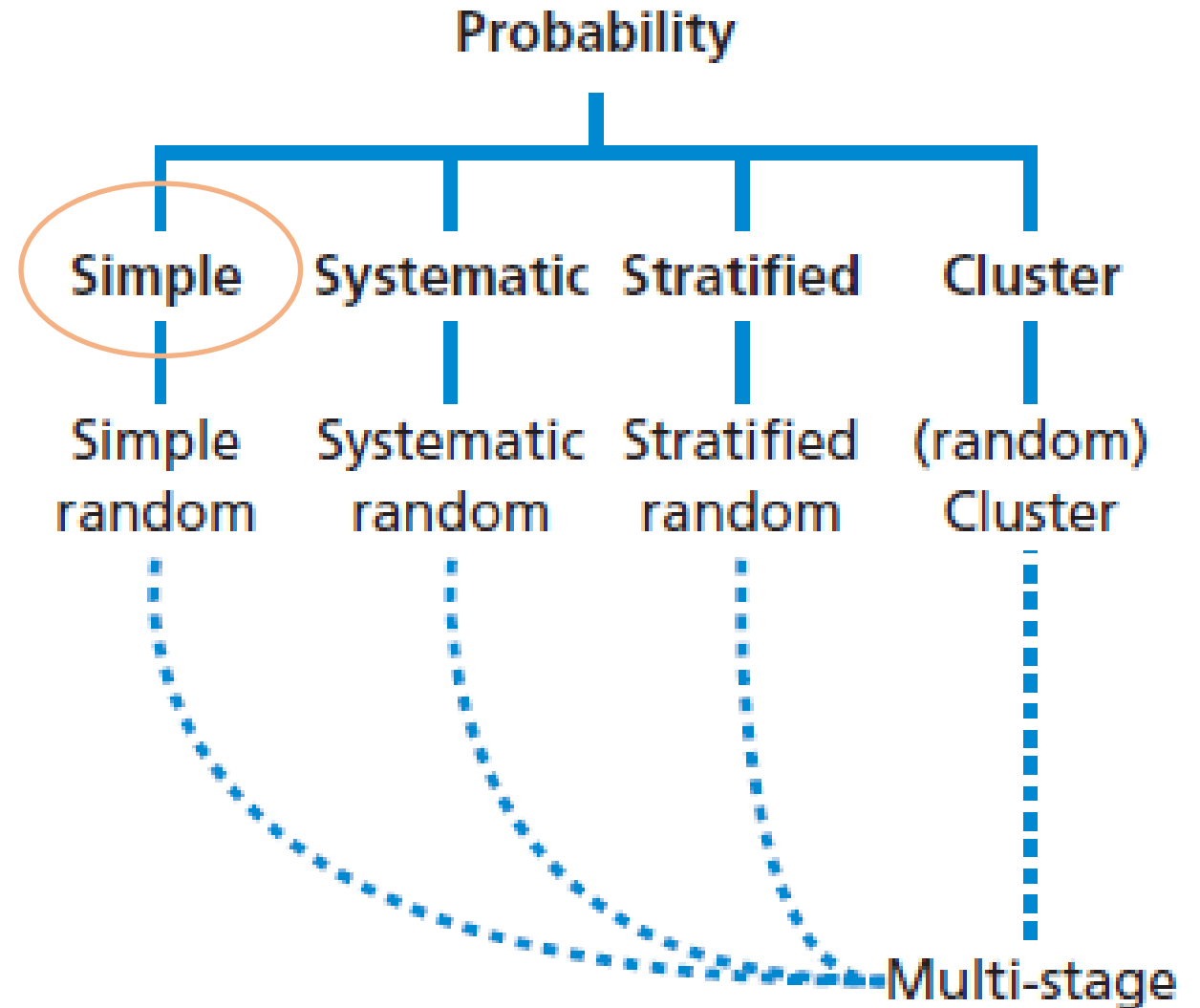
1. Identify a suitable **sampling frame** (based on your research question and objectives): complete list of all the cases in the target population from which your sample will be drawn (e.g. list of all students and staff at Sheridan using iPhone); use of memberships, databases
2. Decide on a suitable **sample size** (big enough so you can generalize your findings to the target population); compromise & margin of error (see Table 7.1, p.281)
3. Select the most appropriate **sampling technique** and select the sample
4. Check that the sample is representative of the target population

Probability Sampling Techniques

Simple random sampling

- Number each of the cases
- Select cases using random numbers until your sample size is reached

See Box 7.6, p. 288

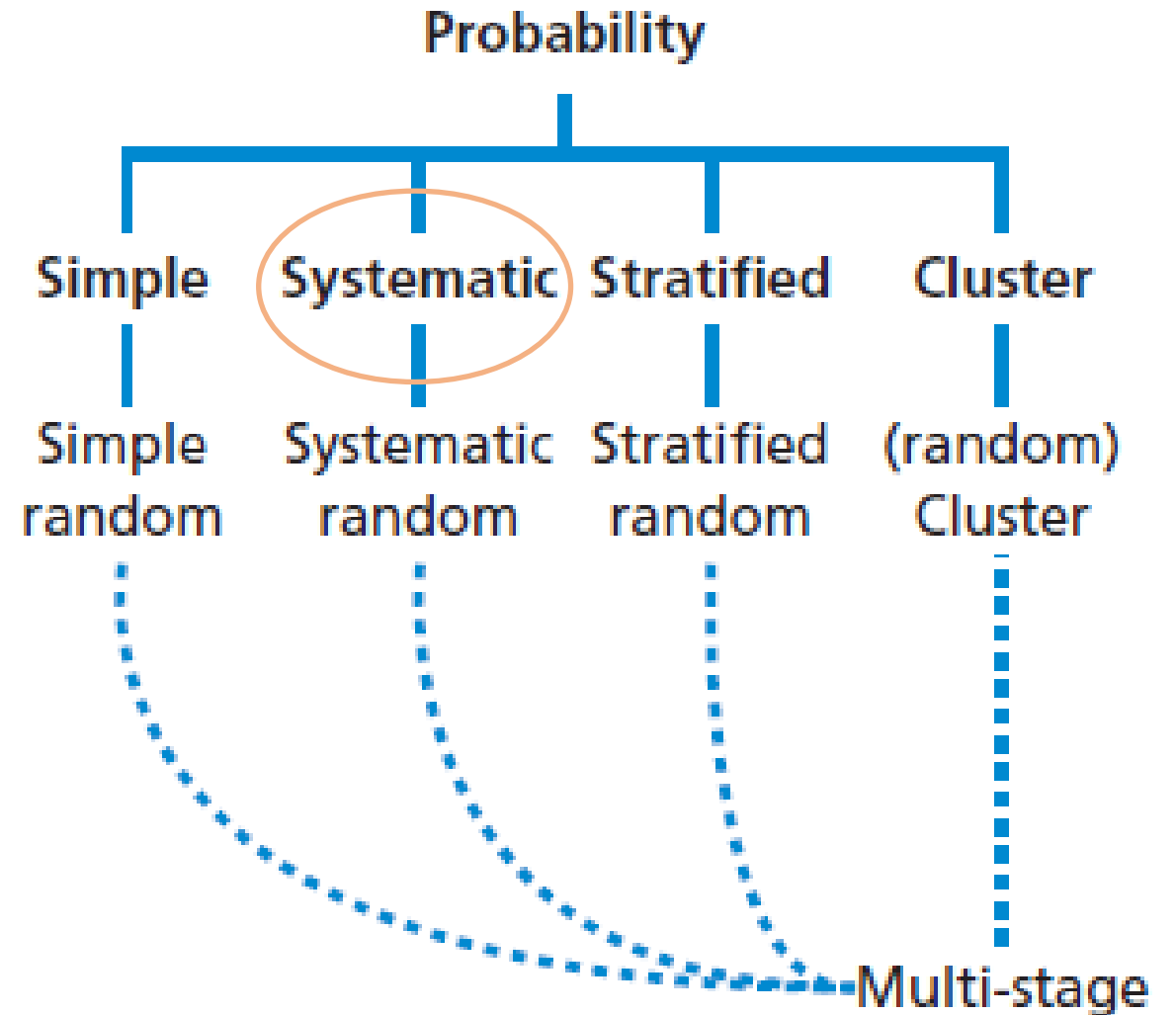


Probability Sampling Techniques

Systematic random sampling

- Sampling fraction (sample size/population)
e.g. if $1/3 \rightarrow$ select every 3rd case

See Box 7.7, p. 290

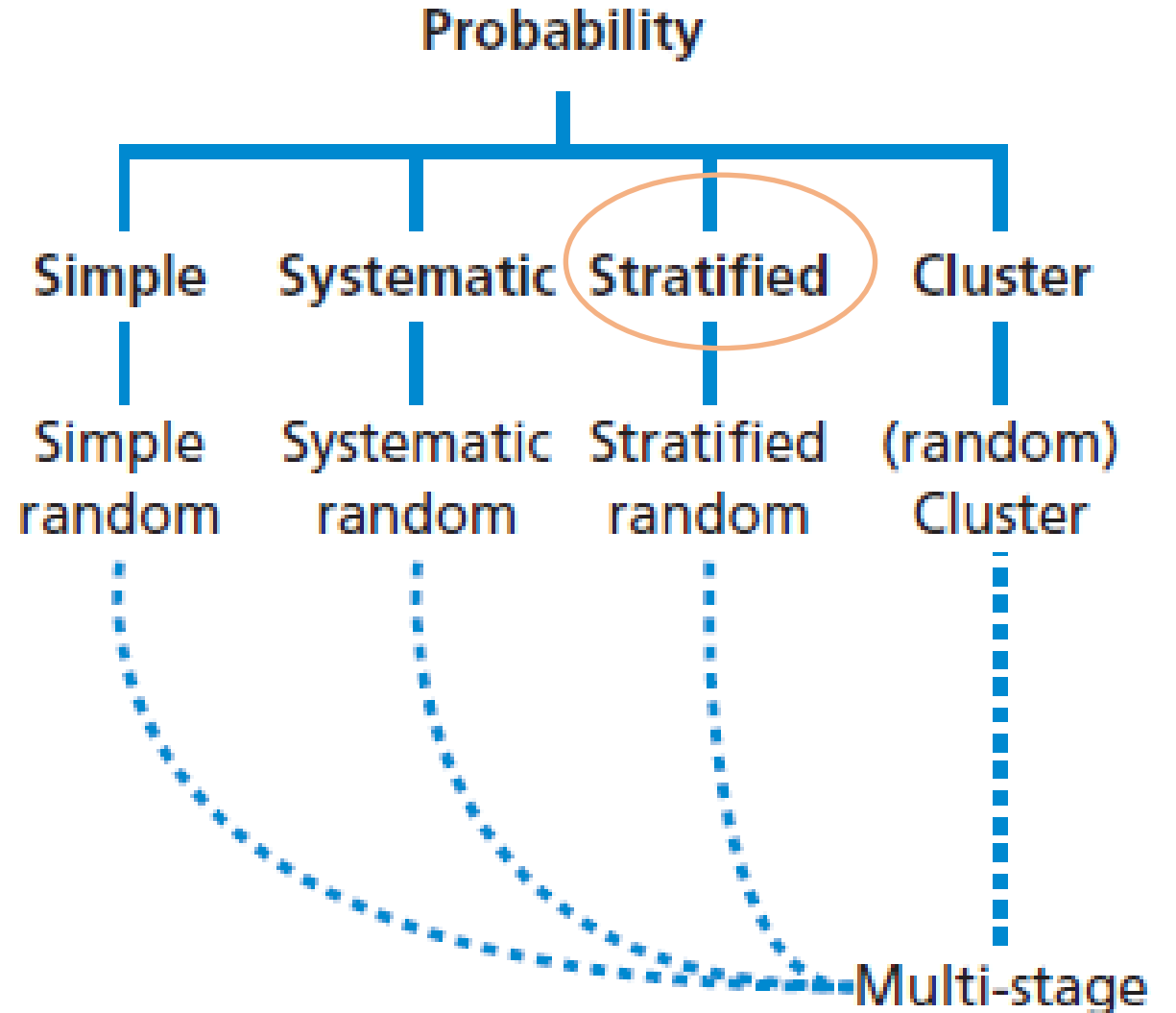


Probability Sampling Techniques

Stratified random sampling

- Target population divided into two (or more) strata based on one (or a number of) attributes
e.g. students enrolled in different courses at Sheridan

See Box 7.8, p. 292

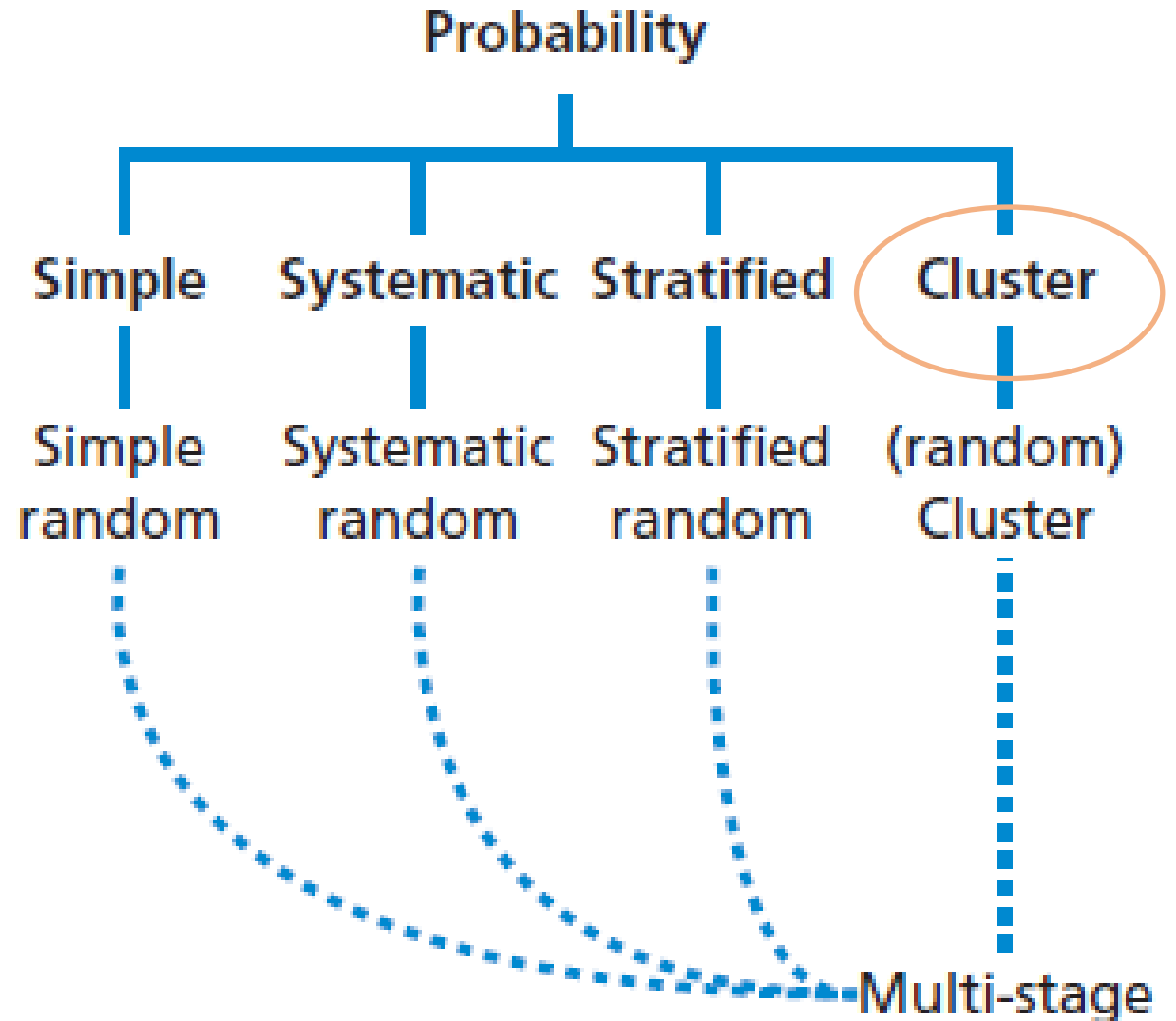


Probability Sampling Techniques

Cluster sampling

- Target population divided into two (or more) clusters based on naturally occurring grouping
e.g. students' nationality

See Box 7.9, p. 292

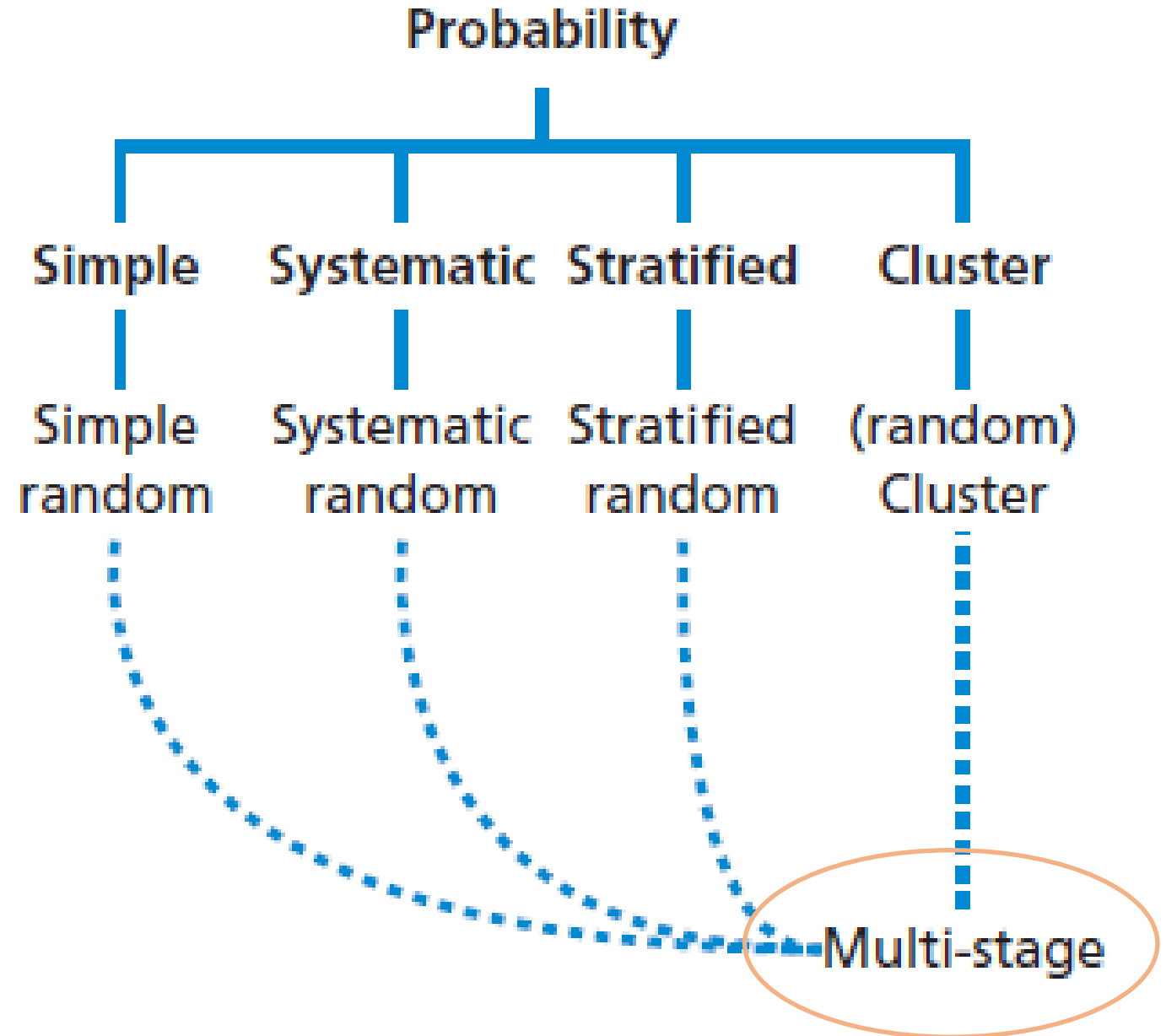


Probability Sampling Techniques

Multi-stage sampling

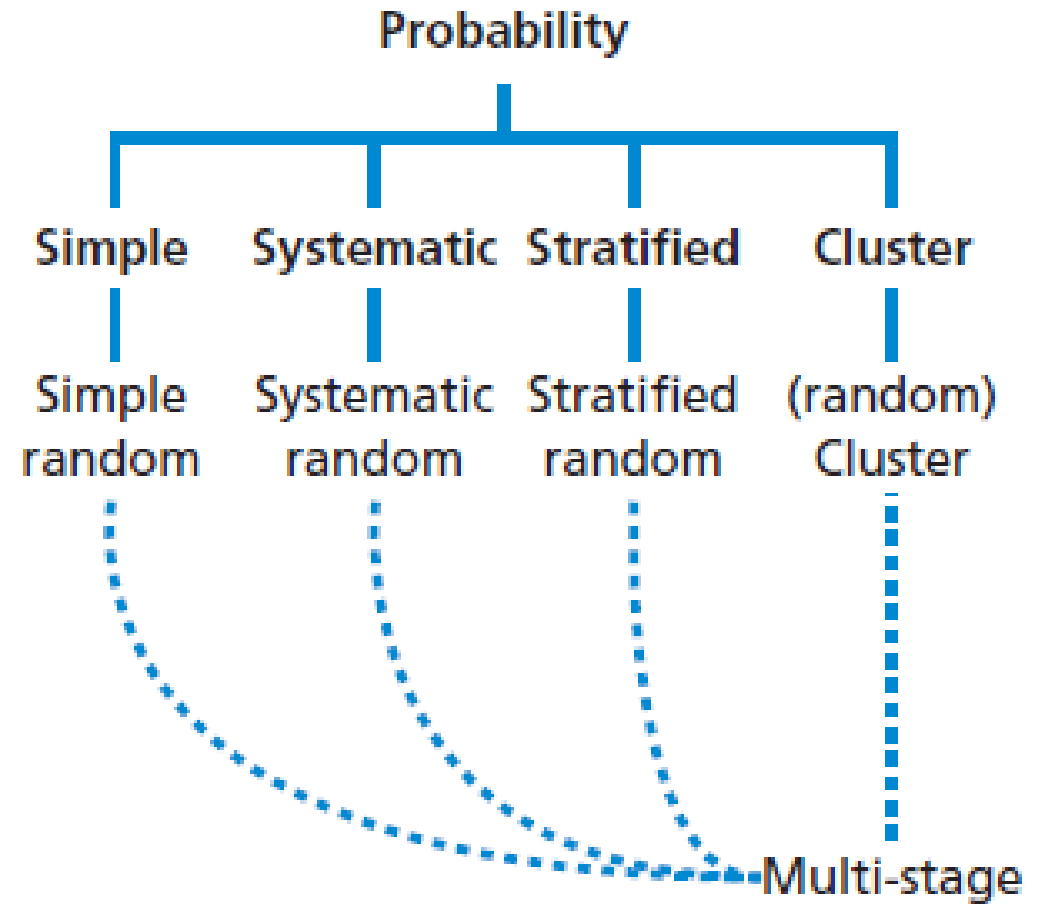
- Modifying a cluster sample by adding at least one more stage of random sampling
- e.g. students' nationality clusters &

See Box 7.10, p. 294



Apply and Illustrate

- How does each of the probability sampling technique look like in your research context?
- Give examples (even if you are not planning to do them).



Non- probability Sampling

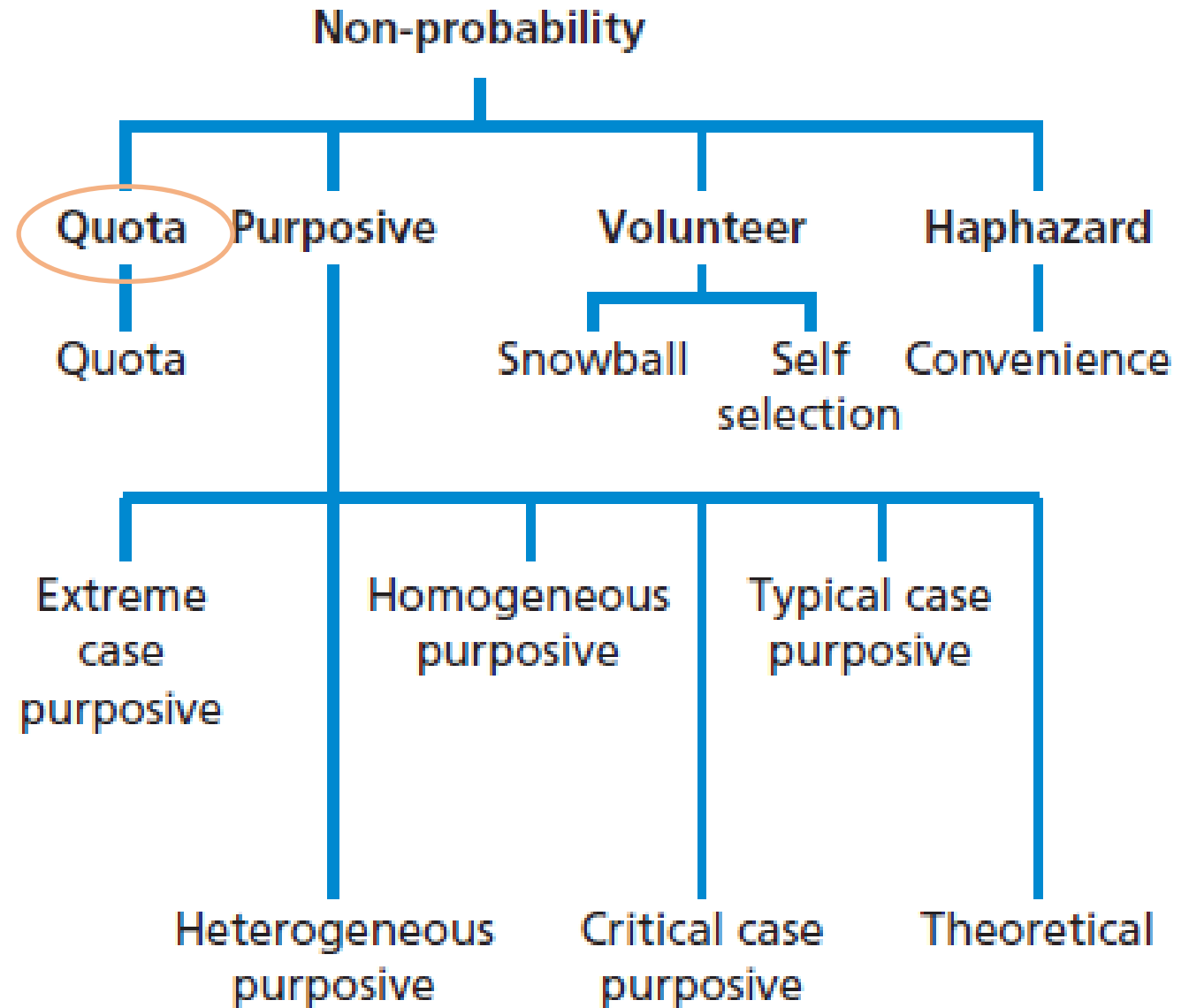
- Generalizations are made to theory rather than about population → **sample size** dependent on your research question and objectives (see Table 7.5, p. 297)
- Select the most appropriate **sampling technique** and select the sample

Non-probability Sampling Techniques

Quota sampling

- Non-random stratified sample
- Calculate quotas for each group (e.g. 1 in 100,000)
- Assign completion of quotas to different interviewers
- Combine the data

See Box 7.11, pp. 299-300

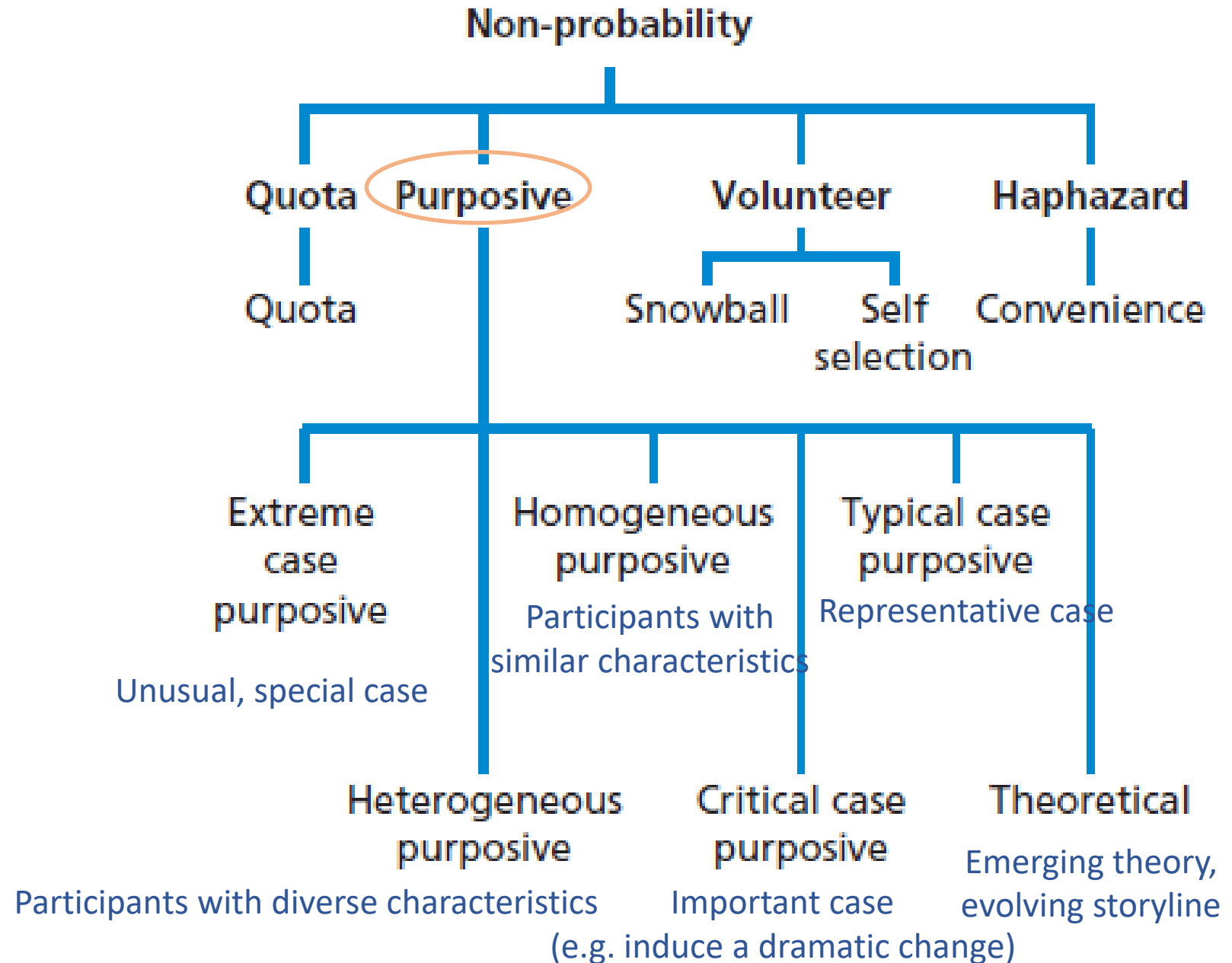


Non-probability Sampling Techniques

Purposive sampling

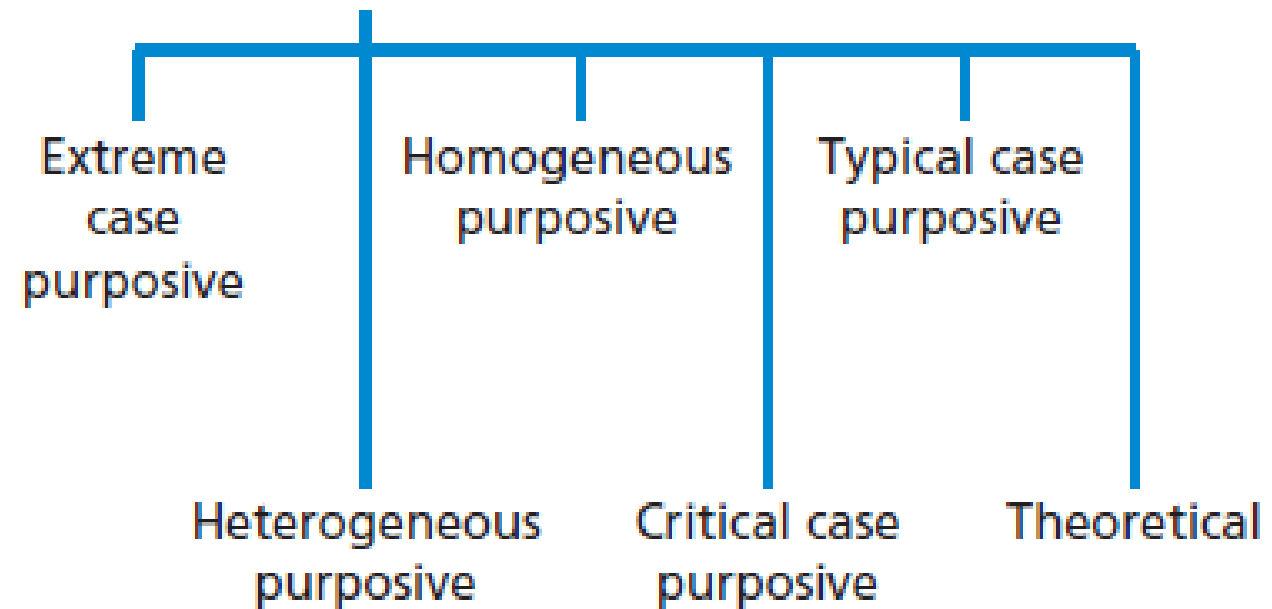
- Use your judgement to select cases that will best enable you to answer your research question(s) and to meet your objectives.

See Box 7.12, p. 302



Apply and Illustrate

- How does each of the purposive sampling technique look like in your research context?
- Give examples (even if you are not planning to do them).

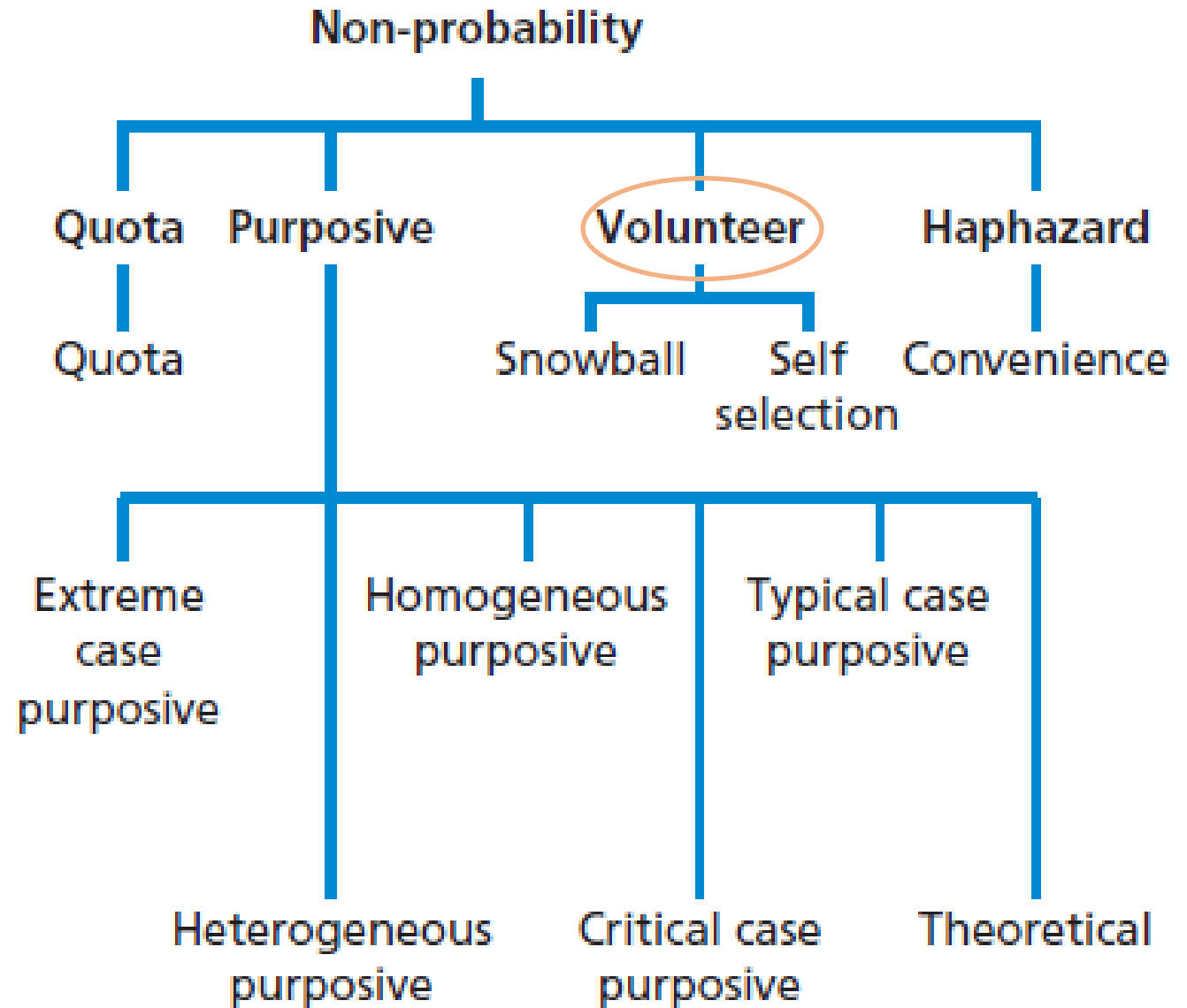


Non-probability Sampling Techniques

Volunteer sampling

- Snowball sampling: ask case(s) to identify new cases
- Self-selection sampling: advertise

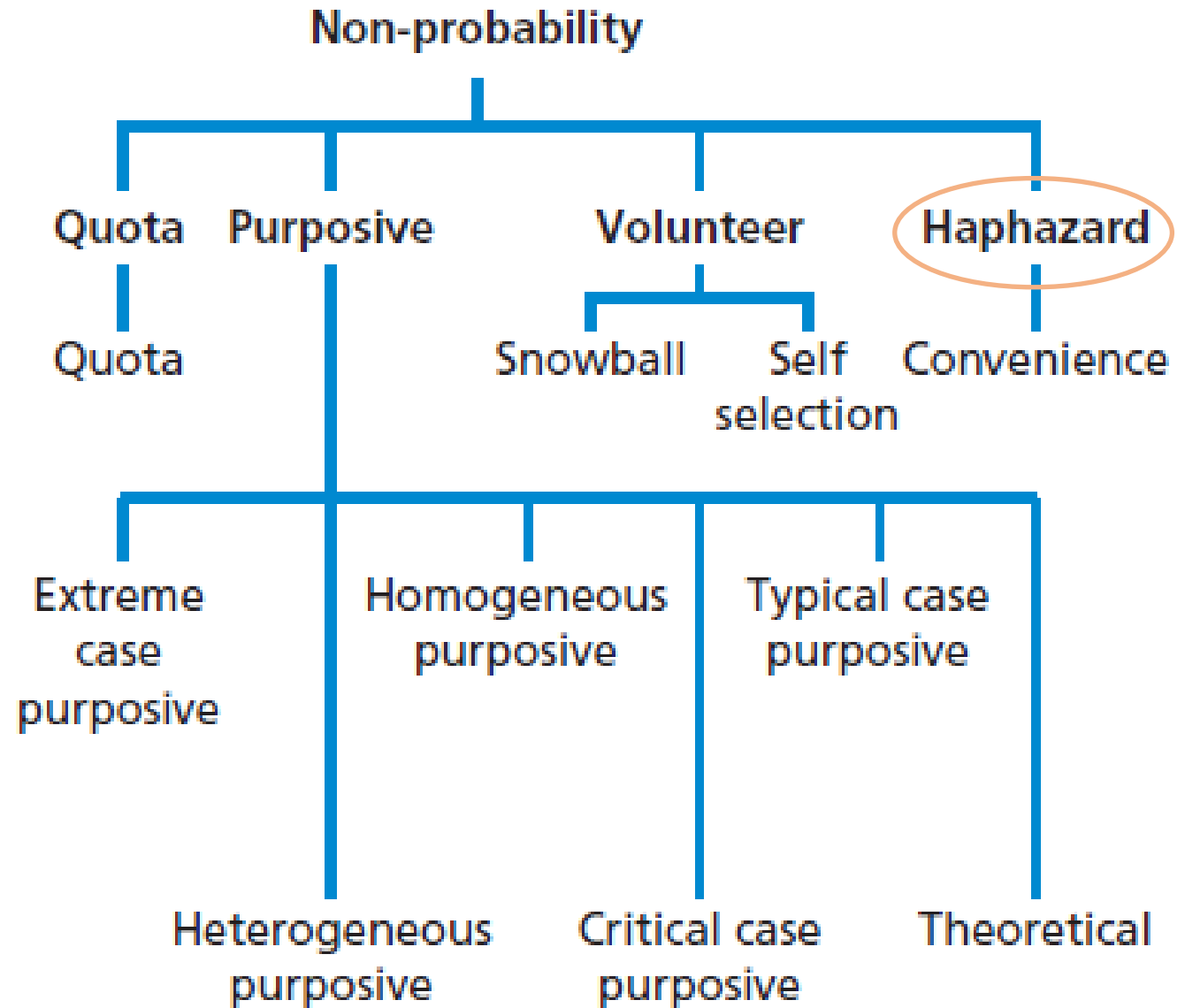
See Box 7.13, p. 303



Non-probability Sampling Techniques

Haphazard sampling

- No underlying principle, only convenience/availability
- Given little credibility





Response rate

- Active response rate = total number of responses / total number in sample - (ineligible + unreachable)

See Box 7.3, p. 282

Homework



READ CHAPTER 14 (GRAY)



FORMALIZE YOUR RESEARCH
QUESTION(S), HYPOTHESES,
AIMS, AND OBJECTIVES



TOPIC WEEK 7:
QUESTIONNAIRES AND
SURVEYS