A representative sample is needed for the sample to be generalisable to the whole target population.

Opportunity: selecting people who are most easily available

Volunteer: Participants select themselves to take part in the study e.g. advert

Random: Everyone in the target population has an equal opportunity of being chosen to take part in the study.

Systematic: selecting every n\textsuperscript{th} person in the target population.

Quota: Selecting a representative amount of people from each sub category that’s being investigated via another method of sampling (e.g opportunity)

<table>
<thead>
<tr>
<th></th>
<th>Strengths</th>
<th>Weaknesses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Opportunity</td>
<td>Easy to carry out</td>
<td>May not be biased as participants will not be drawn out from the whole target population.</td>
</tr>
<tr>
<td>Volunteer</td>
<td>Willing participants – no problem with consent</td>
<td>May be biased as volunteers will most likely perform in a certain way – demand characteristics</td>
</tr>
<tr>
<td>Random</td>
<td>Potentially unbiased</td>
<td>Takes time, especially when using a large target population.</td>
</tr>
<tr>
<td>Quota</td>
<td>Representative sample</td>
<td>Takes a lot of time and may be costly to carry out.</td>
</tr>
</tbody>
</table>

Ethics

Informed consent

What is it? Participants must be told the purpose of the study and what they’re going to be doing.

Participant’s view: Participants want to know what they are going to be doing and how data is going to be collected about them. Participants need to know this in order to fully consent to taking part in the study.

Researcher’s view: Researches do not always wish to inform participants about the study.

Right to withdraw

What is it? Allowing participants to leave the study at any time during the study and withdraw any data collected.

Participant’s view: Participants may change their mind about taking part in the study when they start their role.

Researcher’s view: Losing participants may make the study biased as one group/type of people may leave and make the sample not generalisable

Dealing with the issue: Must be made clear that participants can leave at any time during the study and that they know they can withdraw their information at any time.