Technique	Descriptions	Advantages	Disadvantages
Simple	Random sample from	Highly representative if all	Not possible without complete
random	whole population	subjects participate; the ideal	list of population members;
			potentially uneconomical to
			achieve; can be disruptive to
			isolate members from a group;
			time-scale may be too long,
			data/sample could change
Stratified	Random sample from	Can ensure that specific	More complex, requires greater
random	identifiable groups	groups are represented, even	effort than simple random;
	(strata), subgroups, etc.	proportionally, in the	strata must be carefully defined
		sample(s) (e.g., by gender),	
		by selecting individuals from	
Cl		strata list	
Cluster	Random samples of	Possible to select randomly	Clusters in a level must be
	successive clusters of	when no single list of	equivalent and some natural
	subjects (e.g., by	but local lists dou date	ones are not for essential
	groups are chosen as	collected on groups may	numbers equal but
	groups are chosen as	avoid introduction of	unemployment in the differ)
	units	confounding by isolating	unemployment in technice)
		members	
Stage	Combination of cluster	Can make up peokeni	Complex, combines limitations
Suge	(randomly selecting	sample by the main stages	of cluster and stratified random
	clusters) and random or	a it within groups; possible	sampling
	stratified random	to select random an ble	1 0
	sampling of miliviouals	when copulation lists are	
		v 🛪 L zalized	
Purpos	Hand-pick subjects of	Eccures balance of group	Samples are not easily defensible
•	the basis of specific	sizes when multiple groups	as being representative of
	characteristics	are to be selected	populations due to potential
			subjectivity of researcher
Quota	Select individuals as they	Ensures selection of	Not possible to prove that the
	come to fill a quota by	adequate numbers of	sample is representative of
	characteristics	subjects with appropriate	designated population
	proportional to	characteristics	
0 1 11	populations	י וו יוו י	
Snowball	Subjects with desired	Possible to include members	No way of knowing whether the
	traits or characteristics	of groups where no lists or	sample is representative of the
	give names of further	avist (a g drug abugara	роршанон
	appropriate subjects	criminals)	
Volunteer	Fither asking for	Inexpensive way of ensuring	Can be highly unrepresentative
accidental	volunteers, or the	sufficient numbers of a study	Can be inginy unrepresentative
convenience	consequence of not all	sufficient numbers of a study	
Some emeriee	those selected finally		
	participating. or a set of		
	subjects who just happen		
	to be available		

## Sampling techniques: Advantages and disadvantages

*Source:* Black, T. R. (1999). *Doing quantitative research in the social sciences: An integrated approach to research design, measurement, and statistics.* Thousand Oaks, CA: SAGE Publications, Inc. (p. 118)