

NON-RANDOM

Sampling	Explanation	Example
Quota	1. Interviewer's quota specified in stratified terms, eg. how many males and how many females etc. 2. Choice of who is sampled left to interviewer D: Non-random	Method often used by companies employing people to carry out opinion polls.
Opportunity	Used when circumstances make sample readily available. - Weakest form of sampling D: Might bias results A: Useful for social scientist who study behaviors of particular groups of people eg. criminals, where research will lead to individual case studies instead of results applied to whole population A: Useful as initial pilot study	Delegates at engineering conference used as sample to investigate opinions of engineers on an issue
Self-selecting	Those involved volunteer to take part/given choice to participate or decline - Can have self-selecting sample where people volunteer to answer questions D: If enough people decline survey might affect results D: Someone who accepts to take part but refuses to answer some question: form of self-selection and might bias	Online survey, researcher on street asking if people want to take part in survey

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