

# Selecting research respondents

Define each type of sampling in your own words then identify the strengths and weaknesses associated with each method.



The easiest method, as you use the first participants you can find. This means it takes less time to locate your sample than if you used another.

Unbiased, all members of the target population have an equal chance of selection.

Access to a variety of participants (e.g. all the people who read a newspaper) which would make the sample more representative and less biased than opportunity sampling.

More representative than an opportunity sample because there is equal representation of subgroups.

**Random sample**

**Stratified sample**

**Opportunity sample**

**Volunteer sample**



Each subsection could be biased in other ways, for example if you use opportunity sampling you only have access to certain sections of the target population.

Sample is biased because participants are likely to be more highly motivated and/or with extra time in their hands.

The researcher may end up with a biased sample (e.g. more boys than girls).

Could be biased if the sample is drawn from a small part of the target population, e.g. if selecting participants by walking around a town centre on a Monday morning, it would be unlikely to include professional people as they are at work.