Thought Paper #5 – Sampling

For this thought paper, you need to describe the sampling strategy you will be using in your class project. First, describe why we even sample? What is the purpose of it? Be sure to use the information in the text to describe in great detail what strategy you will use, are you using probability or non-probability sampling – and what the difference is. What is your population, do you have a sampling frame? Is the group you’ll be sampling homogenous or not and why would that impact your strategy? How many sampling units will you draw (i.e., what is your sample size)? and to also describe in detail the advantages and disadvantages of your strategy. Explain how this strategy will impact your findings ultimately.

In addition, imagine you are doing this paper outside of class and have more time and even money to do it. In order to answer your research question(s), what sampling strategy would you use and why? What are the advantages and disadvantages of such a strategy? Be sure to include the role that resources would play in your ideal strategy (e.g., money, time). In short – address all the same questions posed in the first part of this assignment. For purposes of this assignment, your ideal strategy will NOT be the same as the strategy you are using.

Finally, contrast how the strategy we are being forced to use in class and your ideal strategy compares.  Are they really that different? Would the outcomes in the two really be very different?

Enjoy!