

- Sampling Procedures
- Types of Probability Sampling
- Types of Non-Probability Sampling

## Sampling Procedures

Sampling is the process of selecting a sample from the population to conduct the study upon.

المجتمع (الكلي)

The ultimate goal of any sampling procedure is to ensure that the sample is the best أفضل representation of the population therefore تعبير avoiding any bias or negative influence on the findings of the research.

عدم الإنحياز

## Sampling Procedures

Random selection is the best way to ensure an unbiased representative sample.

الإختيار العشوائي

Random selection is the basis for probability sampling procedures.

الإحتمالية

When random sampling is not possible, non-probability sampling procedures may suffice.

## Probability Sampling

العينات الاحتمالية

“A probability sampling method is any method of sampling that utilizes some form of random selection. In order to have a random selection method, you must set up some process or procedure that assures that the different units in your population have equal probabilities of being chosen.”

<http://www.socialresearchmethods.net/kb/sampprob.htm>

## Non-Probability Sampling العينة الغير احتمالية

“Non-probability sampling does not involve random selection and probability sampling does. Does that mean that non-probability samples aren't representative of the population? Not necessarily. But it does mean that non-probability samples cannot depend upon the rationale of probability theory.”

<http://www.socialresearchmethods.net/kb/samprnon.htm>

## Types of Probability Sampling

1. Simple Random Sampling العينة العشوائية البسيطة
2. Systematic Random Sampling العينة العشوائية المنتظمة / المنظمة
3. Stratified Random Sampling العينة العشوائية الطباقية
4. Cluster (Area) Random Sampling العينة العشوائية المساحية (العنقودية)
5. Multi-stage Sampling العينة العشوائية المركبة / المتعددة المراحل / علي مراحل

## Types of Non-Probability Sampling

### 1. Accidental, Haphazard or Convenience Sampling

العينة بالمصادفة / بالملائمة / بالصدفة / بدون تنظيم

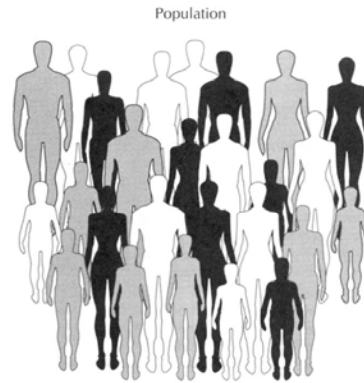
### 2. Purposive Sampling / العينة العشوائية الغرضية / القصدية / المقصودة / العمدية

2.1 Quota Sampling عينة الكوتة / الحصة

2.2 Snowball Sampling عينة كرة الجليد

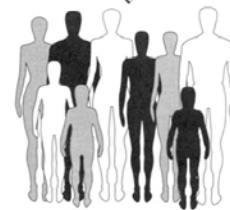
2.3 Expert Sampling عينة الخبراء

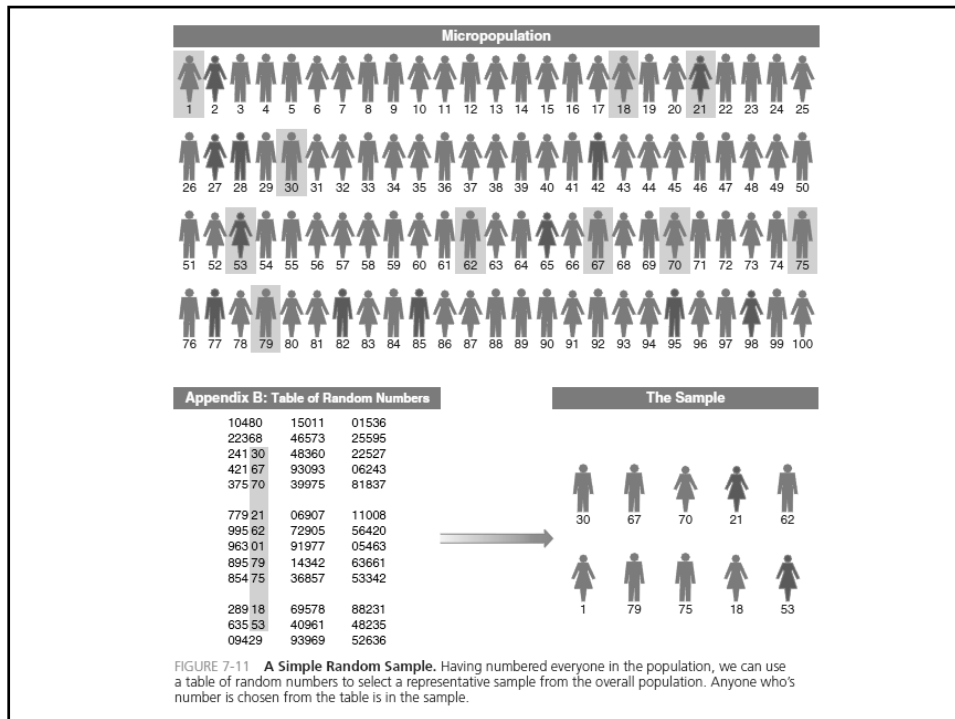
## Types of Probability Sampling



العينة العشوائية البسيطة

### 1. Simple Random Sampling





## Types of Probability Sampling

العينة العشوائية  
 المنتظمة /

المنظمة

## 2. Systematic Random Sampling

Richardson, E.	555-6396*
Richardson, J. B.	555-6789
Richardson, L. R.	555-2311
Richardson, M.	555-9902
Richardson, V.	555-7822*
Richeson, A. P.	555-8211
Richeson, T.	555-3762
Richey, B. B.	555-9943
Richey, C. L.	555-1470*
Richey, G. J.	555-8218
Richhart, W.	555-6539
Richman, A.	555-8902
Richman, B. I.	555-0076*
Richman, H. H.	555-9215
Richman, Z. L.	555-1093
Richmond, A.	555-7634
Richmond, B. B.	555-7890*
Richmond, C.	555-2609
Rideman, L.	555-7245
Ritchey, A. K.	555-6790

Each of the names with a star (\*) would be included in your sample.

After a random start, every selected name is included in the sample (identified with an asterisk)

## Types of Probability Sampling

The population is divided into two strata from which independent random samples are drawn

العينة العشوائية الطبقية

### 3. Stratified Random Sampling

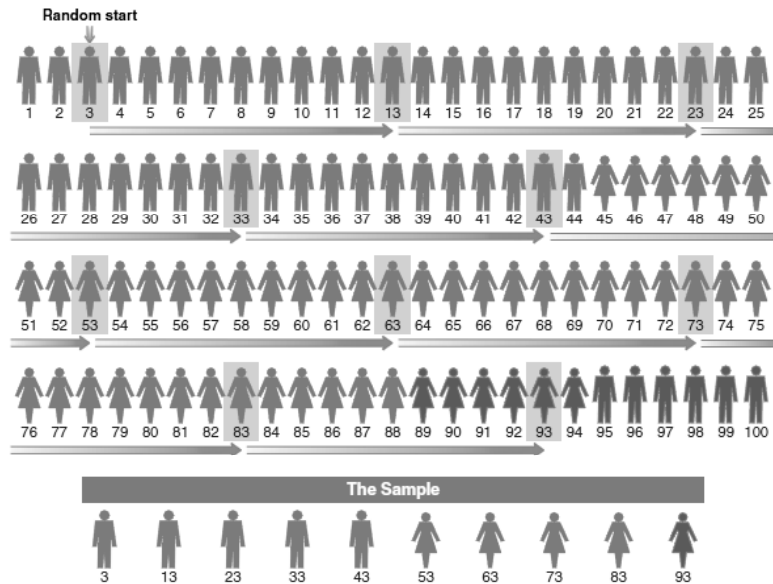
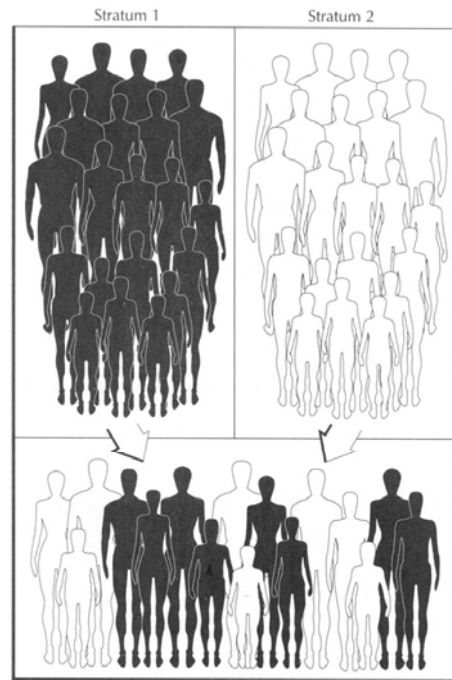


FIGURE 7-12 A Stratified, Systematic Sample with a Random Start. A stratified, systematic sample involves two stages. First the members of the population are gathered into homogeneous strata; this simple example merely uses gender as a stratification variable but more could be used. Then every  $k$ th (in this case, every 10th) person in the stratified arrangement is selected into the sample.

## Types of Probability Sampling

After selecting subgroups of the population, you randomly sample

العينة العشوائية  
المساحية (العنقودية)

### 4. Cluster (Area) Random Sampling

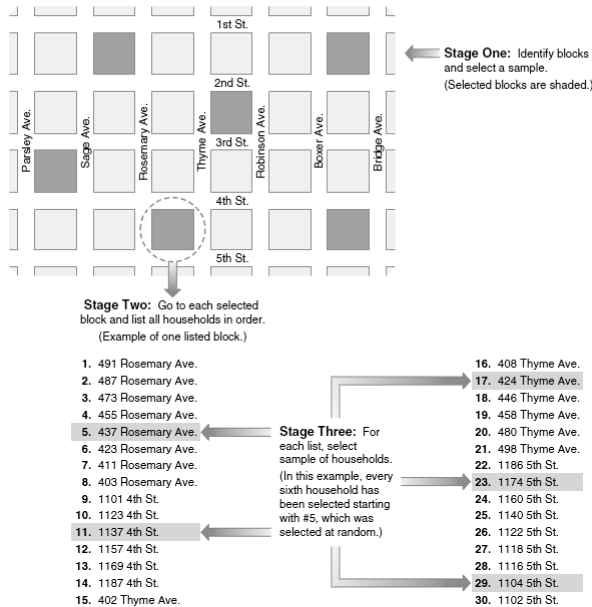
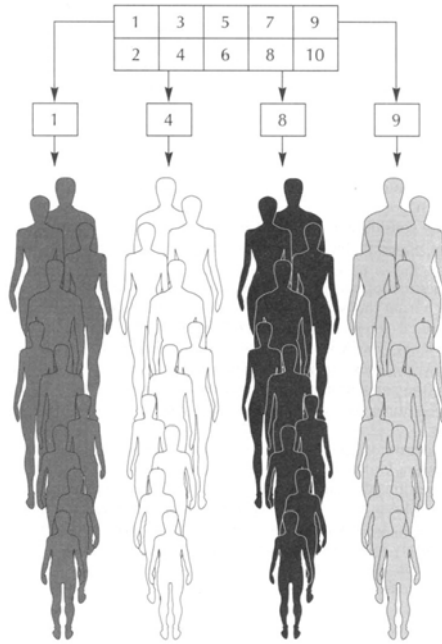
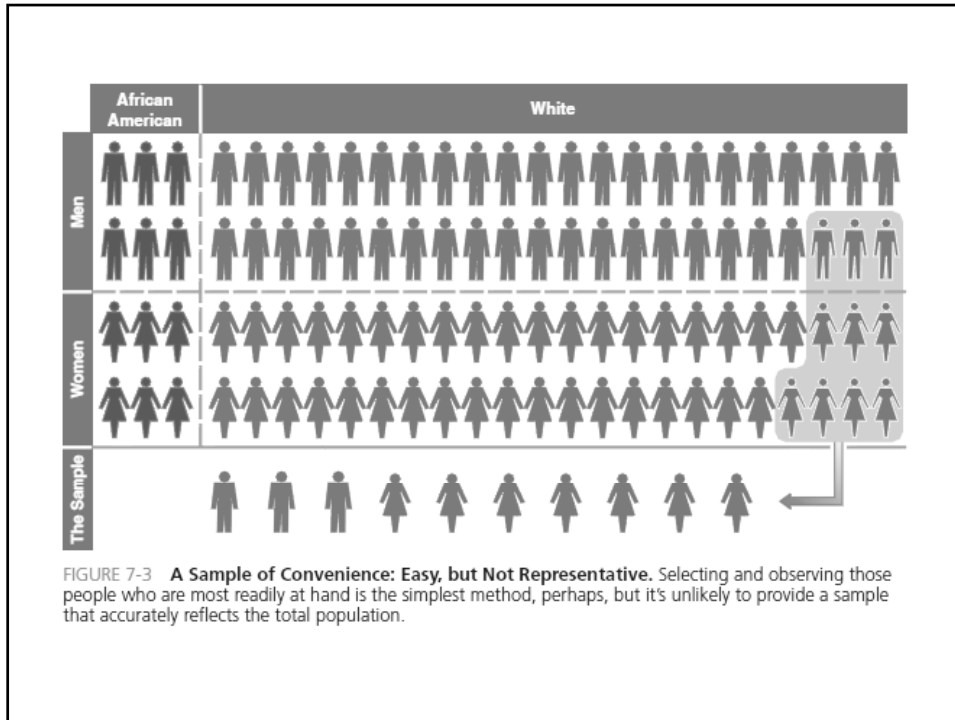


FIGURE 7-13 **Multistage Cluster Sampling.** In multistage cluster sampling, we begin by selecting a sample of the clusters (in this case, city blocks). Then, we make a list of the elements (households, in this case) and select a sample of elements from each of the selected clusters.





	Number	Percentage
<b>Age</b>		
21-35 years	71	32.0
36-50 years	78	35.1
51-65 years	49	22.1
66+ years	24	10.8
Total	222	100.0
<b>Gender</b>		
Male	144	64.9
Female	78	35.1
Total	222	100.0
<b>Education level</b>		
No college	29	13.1
Some college or associate's degree	90	40.5
Bachelor's degree	71	32.0
Postbachelor's degree	32	14.4
Total	222	100.0
<b>Marital status</b>		
Single (never married)	43	19.4
Single (divorced, separated, widowed)	42	18.9
Married	132	59.5
Other	5	2.3
Total	222	100.0
<b>Annual household income</b>		
Under \$35,000	63	28.4
\$35,001-\$55,000	56	25.2
\$55,001-\$75,000	45	20.3
\$75,001-\$95,000	29	13.1
More than \$95,000	29	13.1
Total	222	100.0
<b>Gamble in land-based casinos?</b>		
Yes	141	63.5
No	81	36.5
Total	222	100.0
<b>Main reason for gambling</b>		
Win money	68	30.6
Recreation, fun, or hobby	102	45.9
Excitement	14	6.3
Challenge	6	2.7
Escape from worries and problems	2	0.9
Other	30	13.5
Total	222	100.0

Characteristics of the Sample  
 خصائص العينة

Sample Size  
 حجم العينة