CHAPTER 6

Sampling: Case Selection as a Basis for Inference

Learning Objectives

1. Describe the steps in the sampling process for probability and nonprobability sampling.

2. Identify the principles of probability sampling and explain how they form the basis for making statistical inferences from a sample to a population.

3. Distinguish between a target population and a sampling frame.

4. Distinguish among probability sampling designs, such as simple random sampling, stratified sampling, and cluster sampling.

5. Identify the factors to consider in determining an appropriate sample size.

6. Distinguish among nonprobability sampling designs, such as convenience sampling, purposive sampling, snowball sampling, and theoretical sampling.

7. Explain the kinds of inferences possible from probability and nonprobability sampling.