

## **Selecting participants**

Selecting who will participate in your study is a very important step in the research process.

**Participants:** people who take part in investigation

**Sample:** a group of people who take part in the investigation and **it represent the target population**

## **Sampling Methods**

**Representative sample-representatives** or participants typical of the population

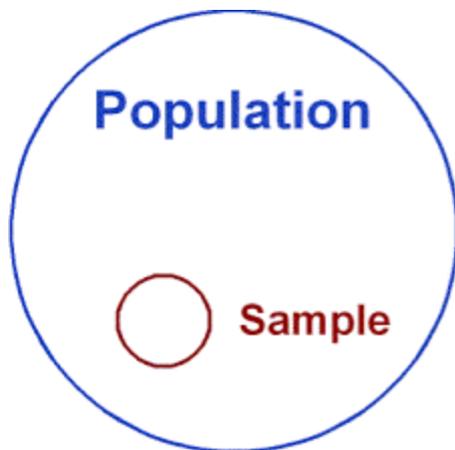
**Random sampling** - selecting participants on some random basis  
(picking names from a hat; the best way)

**Systematic sampling** - modified version of random sampling  
(**quasi-random**; e.g., every hundredth name from the population list)

**Stratified sampling** - participants are chosen according to certain characteristic (gender, religion)

**Quota sampling** - participants are selected proportionally

**Opportunity sampling** - selecting participants only on the basis of their opportunity



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