

Type of Sampling	Description	Strengths and Weaknesses
Probability Sampling		
Simple Random	A sample is obtained using a random process to select participants from a list containing the total population. The random process ensures that each individual has an equal and independent chance of selection.	The selection process is fair and unbiased, but there is no guarantee that the sample is representative.
Systematic	A sample is obtained by selecting every n th participant from a list containing the total population, after a random start.	An easy method for obtaining an essentially random sample, but the selections are not really random or independent.
Stratified Random	A sample is obtained by dividing the population into subgroups (strata) and then randomly selecting equal numbers from each of the subgroups.	Guarantees that each subgroup will have adequate representation, but the overall sample is usually not representative of the population

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Proportionate Stratified	A sample is obtained by subdividing the population into strata and then randomly selecting from each stratum a number of participants so that the proportions in the sample correspond to the proportions in the population.	Guarantees that the composition of the sample (in terms of the identified strata) will be perfectly representative of the composition of the population, but some strata may have limited representation in the sample.
Cluster	Instead of selecting individuals, a sample is obtained by randomly selecting clusters (preexisting groups) from a list of all the clusters that exist within the population.	An easy method for obtaining a large, relatively random sample, but the selections are not really random or independent.

Type of Sampling	Description	Strengths and Weaknesses
Nonprobability Sampling		
Convenience	A sample is obtained by selecting individual participants who are easy to get.	An easy method for obtaining a sample, but the sample is probably biased.
Quota	A sample is obtained by identifying subgroups to be included, then establishing quotas for individuals to be selected through convenience from each subgroup.	Allows a researcher to control the composition of a convenience sample, but the sample probably is biased.

Snowball	Each person interviewed may be asked to suggest additional people for interviewing	Sample difficult to reach populations
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