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1·3 - Non-random sampling

1) a) Opportunity sampling consists of taking the first n people who are available at the time of the research.

b) Stand in the street and ask the first 20 people who pass by and are prepared to answer questions.

2) a) The sample is chosen so that it reflects the characteristics of the whole population.

b) Allocate quotas to each film showing at a large cinema. Select people who buy tickets for each films in order until the quota is fulfilled.

3) a) Take the first 5 players from the ordered list.

b) These players will be the five shortest (or tallest) players and are unlikely to be representative of the team as a whole.

c) Take a simple random sample by generating five random numbers and selecting these players from the (numbered) ordered list.

4) a) Opportunity sampling; the data is unlikely to be representative since the researchers ask a very small sample of people in a very specific location.

b) Take a larger sample of people; vary the time, day and location of the research.

5) a) Divide the sample into the same proportion as the population to create each quota (30 males and 40 females), assign each person the researcher meets to a quota, then continue to ask/observe people until each quota is full.

5) b) In a stratified sample, the people selected in each group will be generated randomly; in a quota sample they will be the first n people the researcher meets.

c) The stratified sample needs a sampling frame, which may not be available to the researcher.

d) The researcher does not know that the driver owns the car that is being driven and does not know that the driver actually lives on the estate.

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