

quantitative studies often aim to maximise statistical power through the use of as large a sample size as feasible

qualitative studies usually work with a small number of cases that are feasible to study in depth.

Sample sizes for qualitative research vary by technique but are generally small.

Qualitative research involves non-probability sampling

little attempt is made to generate a representative sample

عملية أخذ العينات
تكرارية ومن المتوقع أن
تستمر في التطور
والتنقيح أثناء عملية
البحث.

The sampling process is iterative and is expected to continue to develop and be refined during the research process.

يتم أخذ العينة بصورة
مبنية على حكم الباحث
وليس بصورة عشوائية

Analysis and interpretation of data collected after initial sampling feeds back to influence sampling methods and decisions regarding sample size.

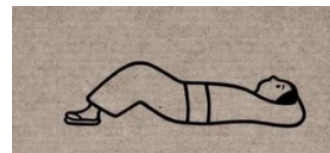
Approaches to sample selection in qualitative research fall under two broad categories;

non-conceptually-driven approaches
(convenience and opportunistic sampling)

the potential participants/
research settings/
materials that
are most easily
accessible to the
researcher are
sampled.

مثل لما تختار ناس بدك
تعمل معاهم لقاء
تلفيزيوني ، اختيارهم ما
بيكون بصورة عشوائية
عشان يتدربوا على شو
بدهم يحكوا قدام
الكاميرات

Its advantages are
that it is less
expensive and time-
and effort-intensive



Opportunistic sampling



This sampling method involves the researcher taking advantage of circumstances that occur as the study progresses, taking up emerging opportunities for data collection along the way



This flexible approach lends itself to exploratory field research where little is known about the research setting.



Purposive sampling



frequently-applied conceptually-driven approach



The researcher deliberately and purposefully selecting the sample they believe can be the most fruitful in answering the research question.



بدك تشتغل بحث عن
مرضى السكري
اكيد مش رح تروح
تسأل مرضى السرطان
بتروح للعينة المرجوة
ويتسألها



selection process can be guided by consideration of the variables or qualities of potential participants that affect the contribution they could provide to the study



These variables may be simple demographics such as age, gender and socioeconomic status but can also include other aspects such as specific attitudes or beliefs

Forms of purposeful sampling



- ☑ Maximum variation sampling.
- ☑ Deviant sampling.
- ☑ Typical case sampling.
- ☑ Homogenous sampling.
- ☑ Critical case sampling.
- ☑ Confirming and disconfirming sampling.
- ☑ Stratified purposeful sampling.
- ☑ Snowball sampling.



most common used

Maximum variation sampling



recruitment of study participants who vary widely on the dimensions of interest with the aim of identifying central themes/elements that hold true across the diverse sample.



allows for multiple perspectives of individuals to be presented that exemplify the complexity of the world.

Homogenous sampling



aims to select a group of cases with similar backgrounds and experiences, simplifying analysis and facilitating group interviewing.



This sampling approach often is used to select focus groups.

Deviant sampling



selection of extreme or outlying cases of the studied phenomenon, such as crises, exceptions or remarkable failures or successes, in an attempt to glean as much information relevant to the research question as possible from each case.



study of performance of graduate students, a researcher can select the best and the worse students in class and compare the causes of their performances.



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Typical case sampling



focuses on typical/average cases with the aim of building up a profile of a typical case.



The researcher should consult several experts in the field of study in order to obtain a consensus as to what example(s) is typical of the phenomenon and should, therefore, be studied.

Critical case sampling

selects cases that will produce critical information with maximum generalisability of information to other cases.

Given that the researcher correctly identifies what makes a 'critical case', knowledge gained may be applied to other cases.

if it happened to so and so then it can happen to anybody, or if so and so passed that exam, then anybody can pass.

A simple example would be exploring the understandability of a set of flat-pack furniture instructions with a group of talented engineers. If they're unable to understand them, it's reasonable to assume the general population won't either.

Confirming and disconfirming sampling

selection of a mixture of cases that tie in with expectations or findings up to that point in the study and cases which deviate from them.

اختيار مزيج من الحالات التي ترتبط بالتوقعات أو النتائج حتى تلك النقطة في الدراسة والحالات التي تنحرف عنها.

Confirming cases serve to add depth, detail and enhance credibility while the disconfirming cases challenge the prevalent narrative and may bring to light alternative interpretations.

utilised at later stages of a study when preliminary fieldwork has already established what qualifies as a 'confirming case'

تستخدم في مراحل لاحقة من الدراسة عندما يكون العمل الميداني الأولي قد حدد بالفعل "ما يعتبر" حالة مؤكدة

Stratified purposeful sampling

selects participants from specific sub-groups of the population of interest, enabling easier comparison of the variation across sub-groups.

يختار المشاركون من مجموعات فرعية محددة من السكان محل الاهتمام ، مما يتيح مقارنة أسهل للتباين عبر المجموعات الفرعية.

Snowball sampling (FRIEND OF FRIEND)

↓
involves identification of participants by a technique known as 'snowballing' whereby initially identified participants are asked to suggest other possible candidates.

↓
يتضمن تحديد المشاركين من خلال تقنية تعرف باسم "كرة الثلج" حيث يطلب من المشاركين الذين تم تحديدهم في البداية اقتراح مرشحين محتملين آخرين.

↓
useful when the studied population is hard to access, and/or may not publicly signal that they belong to the group of interest (e.g. drug-users)

واحد يبلغ عن واحد من صحابه الي بيؤخذ مخدرات

Theoretical sampling

ما قرأتها بالمرّة

→
☑ Theoretical sampling is an approach where sampling decisions are guided by the theoretical framework that underlies the study or by the theory that starts to emerge from the collected data (the latter is especially relevant to grounded theory methods).
☑ The goal of sampling is to collect data that either further develops or challenges existent hypotheses. Initial cases selected have similar characteristics and are studied in depth. The researcher then samples outlying cases to see whether the developing hypothesis 'holds up' to these.
☑ Once no new insights are derived from further data collection, sampling is ceased. This approach necessitates that data analysis and coding commence while data collection is still ongoing.

Past paper

1-All of the following statements are correct in regards to sampling in qualitative research except:

- Selection of participants based on the researchers' judgement about what potential participants will be most informative is widely used in qualitative research.
- Convenience sampling allows the researcher to select participants who are readily accessible or available.
- Usually non-probability sampling.
- Use of theoretical sampling is one of the unique features of Grounded theory research.
- Usually probability sampling.

Ans : E

2-A pharmaceutical company wants to trace the effects of a new drug on patients with specific health problems (muscular dystrophy, sickle cell anaemia, rheumatoid arthritis, etc.). It then contacts such individuals and, with the group of voluntarily consenting patients, investigates the effect of this drug. This type of sampling is:

- a. Area sampling.
- b. Stratified Random Sampling.
- c. Cluster sampling.
- d. Purposive sampling.
- e. Convenience sampling

Ans : D

3-Which of the following statements is CORRECT regarding sampling in qualitative research:

- a. Convenience sampling is one type of non- probability sampling.
- b. Convenience sampling facilitates the selection of participants whose qualities or experiences are required for the phenomenon under investigation.
- c. Probability sampling is often used in qualitative research.
- d. Purposive sampling allows the researcher to select participants who are readily accessible or available regardless of their experience regarding the topic under investigation.
- e. Purposive sampling is one type of probability sampling.

Ans : A

4-Which of the following is not a type of purposive sampling?

- a. Snowball sampling.
- b. Deviant case sampling.
- c. Probability sampling.
- d. Theoretical sampling.

Ans : D

5-The type of sampling used to learn from highly unusual manifestations of the phenomenon of interest is:

- a. Heterogenous sampling.
- b. Deviant case sampling.
- c. Disconfirming sampling.
- d. Maximum variation sampling.

Ans : B

6-If you wish to have a sample population that is similar to the source population as a whole, which of the following sampling procedures would you use?

- a. Multistage sampling.
- b. Cluster sampling.
- c. snowball sampling.
- d. Probability sampling.

Ans : D

7-What is the least expensive and least time-consuming of all sampling techniques?

- a. Convenience sampling.
- b. Quota sampling.
- c. Intensity sampling.
- d. Stratified sampling

Ans : A

9-Snowball sampling is:

- a. A form of purposeful sampling.
- b. Not a random sampling approach.
- c. A method where the researcher makes contact with a small group of people and uses them to make contact with others.
- d. All of the above.

Ans : D

10-Which of the following are purposive sampling approaches?

- a. Critical case sampling.
- b. Opportunistic sampling.
- c. Typical case sampling.
- d. All of the above.

Ans : D

11-Probability sampling is rarely used in qualitative research because:

- a. Qualitative researchers are not trained in statistics.
- b. It is very old-fashioned.
- c. It is often not feasible.
- d. Research questions are more important than sampling

Ans : C

12-Why are qualitative study designs described as iterative?

- a. Because they separate the researcher's personal interpretation from the analysis.
- b. Because they allow different researchers to have different interpretations of certain texts.
- c. Because they allow for modification of data collection and research questions based on what is learned.
- d. Because they allow for the research process to follow a strictly linear trajectory.
- e. Because they are based on formal, established guidelines

Ans : C

13-Convenience sampling:

- selection of accessible participants

14-True about theoretical saturation:

- no new data is appearing

15-Determinant of sample size:

- Saturation

16-Best sample size for all studies:

- Cannot be determined

17-Not purposeful sampling:

- probability sampling

18-Sample size determined by:

- data saturation

19-Meaning of theoretical saturation:

- a concept becomes complete such that no other data can add to it

20-Best sample size:

- hard to tell

21-Not part of qualitative sampling:

- random

22-which sampling technique has a known non-zero chance of selection:

- probability sampling

23-snowballing is sampling of:

- well-known people

24-sampling, researcher chose the best and worst:

- deviant case

25-Purposive sampling is not an example of:

- probability sampling