

Major Sampling Schemes

Probability Schemes:

Sampling Scheme	Description
Simple	Every individual in the sampling frame (i.e., desired population) has an equal and independent chance of being chosen for the study.
Stratified	Sampling frame is divided into sub-sections comprising groups that are relatively homogeneous with respect to one or more characteristics and a random sample from each stratum is selected.
Cluster	Selecting intact groups representing clusters of individuals rather than choosing individuals one at a time.
Systematic/Interval	Choosing individuals from a list by selecting every n th sampling frame member, where k typifies the population divided by the preferred sample size.
Multi-Stage Random	Choosing a sample from the random sampling schemes in multiple stages.

Major Nonprobability Schemes:

Sampling Scheme	Description
Maximum Variation	Choosing settings, groups, and/or individuals to maximize the range of perspectives investigated in the study.
Homogenous	Choosing settings, groups, and/or individuals based on similar or specific characteristics.
Critical Case	Choosing settings, groups, and/or individuals based on specific characteristic(s) because their inclusion provides the researcher with compelling insight about a phenomenon of interest.
Theory-Based	Choosing settings, groups, and/or individuals because their inclusion helps the researcher to develop a theory.
Confirming/Disconfirming	After beginning data collection, the researcher conducts subsequent analyses to verify or contradict initial results.
Snowball/chain	Participants are asked to recruit individuals to join the study.
Extreme	Selecting outlying cases and conducting comparative analyses
Typical Case	Selecting and analyzing average or normal cases.
Intensity	Choosing settings, groups, and/or individuals because their experiences relative to the phenomena of interest are viewed as intense but not extreme.
Politically Important Case	Choosing settings, groups, and/or individuals to be included or excluded based on their political connections to the phenomena of interest.