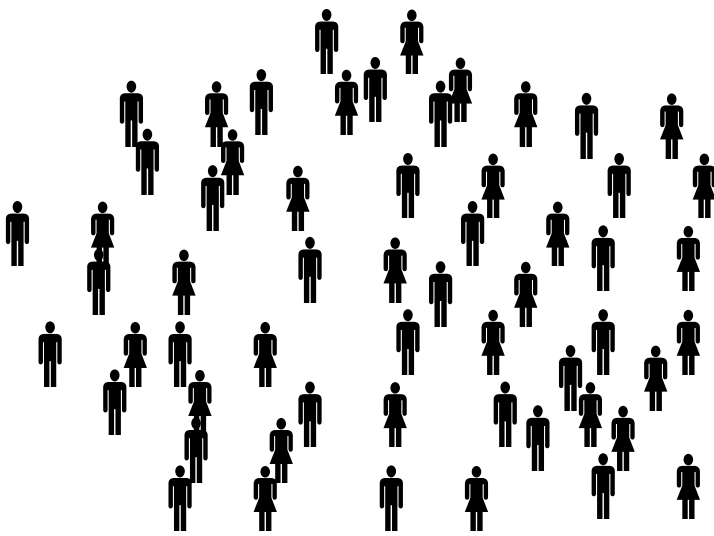


Sampling Methods



General Population

Target Population

Sample

Things you **must** do:

For each of the following studies, identify:

1. The target population
 2. The sample used
 3. The sampling technique
- Asch (1951)
 - Milgram (1963)
 - Shaffer & Emerson (1964)
 - Hazan & Shaver (1987)

Things you **should** do:

For each of these situations, identify the sampling technique and comment on whether it is likely to produce a representative sample.

- Respondents are recruited for a survey by asking passers by in the street if they would mind answering some questions.
- Gender differences in superstition are investigated by propping a ladder against a wall and seeing who walks under it and who walks around it.
- A sample of A – Level students is chosen by putting the names of all A - Level students into a hat and drawing out 20 of them.
- A student recruits 15 male and 15 female students from her college canteen to take part in an experiment on memory.
- A researcher recruits 50 undergraduates to investigate gender differences in British driving behaviour.

You **could** redesign three of these examples to use a different technique, and explain the choices you have made.