

2. Nonprobabilistic Sampling – cont'd

1. Accidental, Haphazard or Convenience Sampling Method

- a. **Accidental or Haphazard Sampling Method:** Selecting sample items that happen to be at certain place by chance.
- b. **Convenience Sampling Method:** Selecting sample items that are close at hand or otherwise easy to obtain.

2. Nonprobabilistic Sampling – cont'd

2. Purposive Sampling Method

- a. Modal Instance Sampling Method:** The researcher creates a model sample composing of important typical characteristics and then select samples or subjects that fit the model.
- b. Expert Sampling Method:** The researcher specifies the quality of the experts to be used in the study and select the ones according to the criteria.
- c. Judgment Sampling Method:** Sample items are selected by using a researcher's personal judgment.
- d. Heterogeneity Sampling Method:** The researcher selects samples from various groups of people who have typical characteristics suitable for the study.

2. Nonprobabilistic Sampling – cont'd

- e. **Snowball Sampling Method**: Initial respondents provide names of additional typical respondents to include in a sample. The researcher uses this referral method when potential respondents are difficult to locate because they are a tiny part of the entire population.
- f. **Quota Sampling Method**: The researcher determines the percentage of the target population that possesses the characteristics of interest and then specify the number of these individuals to be included in the sample to reflect their proportion in the population.

There are 2 types of Quota Sampling Method:

- **Proportional Quota Sampling Method**
- **Nonproportional Quota Sampling Method**