

## Sampling Strategies and their Advantages and Disadvantages

Type of Sampling	When to use it	Advantages	Disadvantages
<b>Probability Strategies</b>			
<b>Simple Random Sampling</b>	When the population members are similar to one another on important variables	Ensures a high degree of representativeness	Time consuming and tedious
<b>Systematic Sampling</b>	When the population members are similar to one another on important variables	Ensures a high degree of representativeness, and no need to use a table of random numbers	Less random than simple random sampling
<b>Stratified Random Sampling</b>	When the population is heterogeneous and contains several different groups, some of which are related to the topic of the study	Ensures a high degree of representativeness of all the strata or layers in the population	Time consuming and tedious
<b>Cluster Sampling</b>	When the population consists of units rather than individuals	Easy and convenient	Possibly, members of units are different from one another, decreasing the techniques effectiveness
<b>Non-Probability Sampling</b>			
<b>Convenience Sampling</b>	When the members of the population are convenient to sample	Convenience and inexpensive	Degree of generalizability is questionable
<b>Quota Sampling</b>	When strata are present and stratified sampling is not possible	Insures some degree of representativeness of all the strata in the population	Degree of generalizability is questionable