Finding Participants
Chapter Objectives

1. Explore the challenges researchers face when choosing participants

2. Describe qualitative sampling including convenience, snowballing and purposive

3. Introduce statistical sampling methodology necessary to prove a hypothesis
Factors when Choosing Participants

- Demographic
  - Age
  - Gender
  - Occupation

- Psychographic
  - Attitude
  - Lifestyle
Factors when Choosing Participants

- **Geographic**
  - Location
    - Convenience for participation

- **Knowledge**
  - Product
    - User or nonuser
Using Incentives

- Motivation for participation
  - Desire to help community
  - Enjoyment of research process
  - Financial or product incentive

- Nonprofits have advantage of providing public good or service
Problems to be Avoided

- No prior knowledge
- Does not meet profile
- Too frequent participation
- Location issues
Convenience Sampling

- Find location where potential participants congregate
- Choose participants based on profile
Snowballing

- Choose first participant to meet profile
- Ask this participant to recruit others
- Confirm that they meet profile
- Invite to participate
- Contact participants
Purposive

- Develop participant profile
- Create or find list of people who meet profile
- Choose names from list
- Invite to participate
Statistical Sampling

- **Census**
  - Ask everyone
  - Use when population targeted for research is small
  - Provides 100% accuracy

- **Sampling**
  - Choose participants from population
  - Standards of accuracy 95% or 97%
Hypothesis

- Guess about solution to problem

- Statistically valid survey used to confirm guess

- Stated as null hypothesis
  - Opposite of what organizations hopes is true
Questions to Clarify Population

- Geographic
  - Where do they live?

- Demographic
  - What factual characteristics do they share?

- Psychographic
  - What attitudinal characteristics do they share?

- Usage
  - What level of knowledge do they share?
Simple Random Sampling

- All names in population given number
- Numbers choose at random to determine participation
Systematic Sampling

- All names put on list
- Number of needed participants determined
- Number of names divided by number needed
- Answer is skip interval
- Count down and chose based on skip interval
Stratified Sampling

- Names are divided into groups based on shared characteristic
- Choices are made so that groups are sufficiently represented
Determining Sample Size

- Variation with population
  - More variation – larger sample

- Precision needed between range of given and true answer
  - Smaller range – larger sample

- Confidence that research findings represent population as whole
  - Higher confidence – larger sample