

Sampling in Sociological Research

What will be studied?

- Sampling method: advantages and limitations.
- Types of samples: random and non-random.
- Stratified and cluster samples.
- Sample survey errors.
- The use of the sampling method in various studies.
- Sampling for hard-to-reach groups.
- Sampling in online research.

Why is it interesting / necessary to study?

Recently, in order to obtain scientifically sound information professionals in various areas of activity more and more often resort to empirical research using the sampling method. What is the essence of this method, why is it widespread in various sciences? What is sample and how to form it correctly? Why do sampling errors occur and how can they be reduced or avoided altogether? How accurately can you predict election results based on a survey of a small number of citizens? What poll results can be trusted and how not to fall victim to manipulation or outright lies? How can the lives of people from hard-to-reach groups, such as illegal migrants, members of totalitarian sects, AIDS patients, gamers or homosexuals, be explored? These and many other issues related to the organization, planning and conduct of sample surveys will be the focus of this course.

What can you learn (learning outcomes)?

Ability to form a representative sample in studies of basic complexity, calculate the sample size with different selection methods, form a non-representative sample according to the purpose of the study and research questions, build and implement a sample for hard-to-reach research groups and categories.

How to use the acquired knowledge and skills (competencies)?

Students will be able to develop and implement sample research in different areas of life and using different methods of gathering information (questionnaires, interviews, focus group discussions, observations, content analysis, etc.). The training course will be useful not only for students who in the future will independently conduct sample research at the professional level, but also for representatives of other specialties, helping them to better understand various socio-political information and learn to conduct their own research using a sample or analysis of social networks. Familiarity with the principles and algorithms of sampling will allow future professionals of different organizations when ordering such studies to better understand their features, capabilities and limitations, more accurately formulate their expectations and objectives for sociologists.