

## STUDY GUIDE # 6

Imagine you want to conduct a survey to obtain some information about characteristics/opinions/behaviors related to your topic. You are at that stage in your research process when you have to design a sampling plan to identify who will receive your survey. You know that you need to select your sample using probability sampling techniques. This homework takes you through the steps in designing such a plan.

Please complete all of the following items as realistically as possible.

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1. Construct an explanatory research question related to your topic.
2. Write a hypothesis based on this topic appropriate for survey research.
3. Describe your **target population** (see your textbook). Why did you select this population to provide information to answer your research question? Would you describe your target population as heterogeneous or homogeneous? Why?
4. Can a sampling frame be constructed from your population?
  - a. If yes, describe your sampling frame? How will you identify/construct/acquire this list?
  - b. If no, why not?
5. Estimate the size of your population. What percentage of the population you would like to sample? How did you derive at that number? Using this percentage, how many elements will your sample include.
6. Based on the information above, what is the most appropriate probability sampling method to use in selecting your sample? Why is the method you selected the most appropriate method to sample your population?