

<u>Examples of sampling methods</u>			
Sampling approach	Food labelling research examples	Strategy for selecting sample	Food labelling studies examples
Probability sampling ¹	Simple random sampling	Every member of the population being studied has an equal chance of being selected	In a study examining longitudinal trends in use of nutrition information among Canadians. Goodman and colleagues used a plus-digit, random-digit dialling process to select the households to take part.
	Systematic selection (interval sampling)	This method is used when a stream of representative people are available, e.g. shoppers in a particular store	In an in-store observational study assessing the impact of NLEA-mandated labels on consumers' search for nutrition information, Balasubramanian and Cole positioned observers in the aisles for three product categories in 3 chain grocery stores. Data collection was distributed across the time of day and day of the week.
	Stratified sampling ²	In this method the population is divided into non-overlapping groups and samples are taken from within these groups	
	Clustered sampling	This method is used when the population of interest is large and widely geographically dispersed. Clusters within the population are randomly selected, e.g. cities	

¹ Probability sampling uses random selection to ensure that all members of the group of interest have an equal chance of being selected to participate in the study

² Stratified sampling (proportional and disproportional): the population studied is divided into groups ("strata")

³ Purposive (non-probability) sampling methods, i.e. sampling with a purpose in mind, usually interest in particular groups

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Purposive (nonprobability) sampling ³	Convenience sampling	Participants will be those that the researcher has relatively “easy” access to, e.g. use of students.	<p>In a study that looked to identify correlates of nutrition label reading, Kreuter, Scharff, Brennan, Lukwago used a convenience sample of patients in doctor’s waiting rooms. The clinics in which the research was conducted in clinics known to have a high volume of patients.</p> <p>Aikmana, Mina and Graham used undergraduate students in an experimental study examining people’s perceptions of the healthiness of foods depicted in various ways, including a food’s nutritional information.</p>
	Snowball sampling	Participants meeting the study requirements will recommend others with the same characteristics, e.g. members of a club. The method is used when trying to access difficult to reach populations.	In a study examining how interested and competent families in using nutritional information on food labels, Nørgaard and Brunsø recruited families through contacts at primary schools and via snowballing for their participant observations and semi-structured interviews.

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Purposive (nonprobability) sampling ³	Quota sampling	Participants are non-randomly selected according to pre-defined fixed quota. In proportional quota sampling the aim is to match the proportions of that characteristic as found in the population as a whole, in non-proportion a quota sampling one is less restrictive about matching the population level figures.	Levy, Fein and Schucker used what they termed a “shopping mall-intercept method” in 8 shopping malls in different locations representing large and small metropolitan areas. Quotas were set for age, race, income and education. In a Spanish study examining the relationship nutritional knowledge and use of food labels, Carrillo and colleagues recruited participants using purposive convenience sampling with predetermined quotas for age and gender.
	Typical case sampling	Participants are selected to be typical, normal or average for a particular phenomenon	
	Theoretical sampling	Participants are selected on the basis of the results of the data collected to date. The goal is develop a deeper understanding of the topic and to develop theory.	

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