

# Evaluation in organizations

Business, Management



Probability sampling uses a random sampling method, where the researcher selects parties to the study randomly. This ensures that the study eliminates bias and makes it easier for the researcher to estimate the sampling error.

In his article painter describes the use of probability sampling in research.

The example he focuses on is on the selection of households from a certain cross-section area. The study may focus on selecting all households, which will include even newer households. Alternatively, in selecting a sample the researcher can exclude the newer households and consider those that have resided in the area for a while. The study, therefore, will use a cluster sample, which will focus on areas with old residents.

The focus was on European waters and their efforts to improve the status of these waters. In this study, they use a judgmental sampling method. In their research, they have selected certain water bodies that they intend to examine and come up with ways of improving their status. The rationale for using the judgemental sampling method is that the water bodies are certain and; therefore, the researcher has to focus on a certain area of study.