

Sampling

Psychology

The sampling methods, and the bias each introduces.

Method against representativeness.

Method	How	Bias
Random	Every member equally likely	Low — but rarely achieved
Systematic	Every nth member	Low, unless a pattern exists
Stratified	Proportional by subgroup	Low; needs known strata
Opportunity	Whoever is available	High — the commonest
Volunteer	Self-selecting	High — volunteer bias
Snowball	Referred by participants	High; useful for hidden populations

Undergraduate psychology students are the most-studied population in the discipline, and are not representative of anyone.