



Sampling

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<https://www.simplypsychology.org/sampling.html>

- **Sampling** is the process of selecting a representative group from the population.
- The **target population** is the total group of individuals from which the sample is drawn.

In psychological research, we are interested in learning about large groups of people who all have something in common. We call the group that we are interested in studying our **population**.

In some types of research the population might be as broad as all humans, but in other types of research the target population might be a smaller group such as teenagers, pre-school children, or people who misuse drugs.

It is more or less impossible to study every single person in a target population so psychologists select a **sample** or sub-group of the population that is likely to be representative of the target population we are interested in.

The more representative the sample is of the population, the more confident the researcher can be that the results can be generalized to the target population.

