7.12 Sampling Methods and Ethical Issues in Psychological Research: 10-minute Pack

AQA 7182 · about 10 minutes

Total Marks

Name: _____ Date: ____ / ____ / _____

Answer ALL questions.

1 Define random sampling as a method used to recruit participants for a psychology study in a community survey context.

(Total for Question 1 is 2 marks)

2 A market research psychologist selects participants so that 48% are male and 52% are female to match the local adult population before testing shopping behaviour. Identify the sampling method used and outline one strength of this approach for representativeness in the consumer behaviour study.

(Total for Question 2 is 4 marks)

3 A researcher stands outside a supermarket and asks the first shoppers they meet to complete a quick wellbeing questionnaire. State one likely sampling bias in this opportunistic recruitment and explain its likely effect on the study's results.

(Total for Question 3 is 3 marks)

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Mark scheme · 7.12 Sampling Methods and Ethical Issues in Psychological Research: 10-minute Pack

Question 1

selecting participants so that every member of the target population has an equal chance of being chosen, oe	**B1**
often done using a random method such as a random number generator or drawing names from a hat, oe	**B1**

Answer: Selecting participants so every member of the target population has an equal chance of selection, for example by using a random number generator on a full list of the population.

Question 2

identifies stratified sampling cao	**B1**
outlines a strength: ensures sample mirrors key population characteristics so it is more representative oe	**M1**
explains why this matters, e.g. reduces sampling bias in estimates of consumer preferences across genders oe	**A1**
gives an example or consequence, e.g. more confidence that findings apply to the local adult population rather than an unbalanced sample oe	**A1**

Answer: Method: stratified sampling. Strength: by matching the sample proportions to the population it improves representativeness and reduces sampling bias, so estimates of shopping behaviour are more likely to reflect the local adult population rather than being skewed by overrepresentation of one gender.

Question 3

identifies a likely bias, e.g. selection bias or volunteer bias relating to time of day and shopper type oe	**M1**
explains the effect: the sample may overrepresent certain demographic groups such as retirees or people shopping at that time, so results may not be generalisable to the wider population oe	**A1**
may note that this could affect estimates of average wellbeing or mask effects present in underrepresented groups oe	**A1**

Answer: Bias: selection bias due to opportunistic sampling linked to time and location. Effect: the sample may overrepresent certain groups, for example older people who shop during quieter hours, so wellbeing estimates may not generalise and could either overestimate or underestimate true population wellbeing.

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