

**Methodology Pt. 2**

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SOCL 345: Research Methods and Program Evaluation

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November 8, 2022

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### **Methodology**

#### **Sampling**

Sampling is the process of selecting a smaller part of a larger group for data collection. Sampling is essential to the research process because the sample a researcher derives from the population is what the researcher will use to collect data from for their research. Researchers sample because it is not possible to identify all aspects of a population, which is why researchers sample because sampling provides a quick and effective way for researchers to gather information. Sampling provides an accurate way to collect data in a reliable way that can yield information to be reflected upon a larger population. Additionally, researchers sample because sampling is more cost effective rather than the expense of gathering information on an entire population.

At Longwood University there is a population of 5,000 students. In our research study we will be sampling 250 students selected from the population of current Longwood University students. Probability sampling ensures that each subject of the study has an equal opportunity of being selected. Probability sampling is a representative of the greater population which then allows researchers to generalize findings of the study to a larger group of people. Nonprobability sampling differs from probability sampling because there is not an equal opportunity of participants being selected for the study. So, the results found in a nonprobability sampling method can not be used to create generalizations about a particular group. Nonprobability sampling is the intentional selection of a certain group of participants.

We chose probability because in this, each element has an equal and independent chance of selection, and our population is known (as we can obtain a list of all current longwood

students and their longwood emails). We want to reduce bias and increase fairness in selection, but will not be going through extra steps to ensure the sample is representative of the whole population (like stratification). We are using simple random sampling and we chose this because we are choosing participants who are readily available for us at Longwood University. We will obtain a list of all current Longwood university students, and randomly pick from that list our sample using an online random number generator (i.e. random.org). We will select our sample using this method until we have reached our needed sample size. If we happen to pull the same number as one already selected, another number will be generated until a new number is chosen.

### **Data Collection**

Our study will be conducted using an online survey. Online surveying is most beneficial to this research because we are collecting data from a sample of college students who all are given access to a Longwood email address, and have access to reliable internet in some capacity, either their own personal computer or through the library. Students are also more likely to check their email during school, and have a higher likelihood of them checking and responding to the survey at their own convenience, than attempting to collect data from finding people on the street and asking if they have time to fill out a survey right then and there. To do this, we will obtain a list of the student's emails from our random sample, and send an email containing a link to the survey to each participant.

There are many advantages to conducting an online survey. As mentioned before, and online survey is more convenient for both the researcher and the participant, as the researcher only needs to create one survey and send out the link to that survey to the participants, and the participants are able to complete the survey at any time and location that they choose. This also takes less time to conduct than other surveys, as most of the time is waiting for respondents to

complete it. Online surveys can also connect with a larger group of participants than other forms of surveys, as we have a larger sample size, it would be harder to reach this if we were trying to do this over the phone, or to find people on the street. Once Participants have completed the data, all data is in one place on the computer, so it is easier to analyze the data after collection.

There are some disadvantages to online surveys, as well. While we can send this out to a large group of participants, not everyone will check and respond to their emails, so this reduces the amount of data we collect. This also has a strong chance for bias, because we are only reaching people who have access to the internet and so excludes many other individuals in the population, and is not representative. We can also not control who takes the survey, so the person that we intend to take the survey may not necessarily be the person that actually takes the survey, and we would have no knowledge otherwise.

To conduct this study, we will first create our survey asking about fear of being wrongfully accused of sexual assault (See Appendix) in an online survey creator (i.e. google forms). The link for this survey will be copied and pasted into a mass email to all participants for our research study, with information about the study and acknowledgement that opening and completing the study is their informed consent. The email will then be sent to all participants, and data will be collected as each participant completes their survey.