Judgmental Sampling [1]

Judgmental sampling is a non-probability sampling technique [3] where the researcher selects units to be sampled based on their knowledge and professional judgment.

This type of sampling technique is also known as purposive sampling and authoritative sampling.

Purposive sampling is used in cases where the specialty of an authority can select a more representative sample that can bring more accurate results than by using other probability sampling techniques. The process involves nothing but purposely handpicking individuals from the population based on the authority's or the researcher's knowledge and judgment.

Example of Judgmental Sampling

In a study wherein a researcher wants to know what it takes to graduate summa cum laude in college, the only people who can give the researcher first hand advise are the individuals who graduated summa cum laude. With this very specific and very limited pool of individuals that can be considered as a subject, the researcher must use judgmental sampling [4].

When to Use Judgmental Sampling

Judgmental sampling design is usually used when a limited number of individuals possess the trait of interest. It is the only viable sampling technique in obtaining information from a very specific group of people. It is also possible to use judgmental sampling if the researcher knows a reliable professional or authority that he thinks is capable of assembling a representative sample.

Setbacks of Judgmental Sampling

The two main weaknesses of authoritative sampling are with the authority and in the sampling process; both of which pertains to the reliability [5] and the bias [6] that accompanies the sampling technique.

Unfortunately, there is usually no way to evaluate the reliability of the expert or the authority. The best way to avoid sampling error [7] brought by the expert is to choose the best and most experienced authority in the field of interest.

When it comes to the sampling process, it is usually biased since no randomization [8] was

used in obtaining the <u>sample</u> [9]. It is also worth noting that the members of the <u>population</u> [10] did not have equal chances of being selected. The consequence of this is the misrepresentation of the entire population which will then limit <u>generalizations</u> [11] of the results of the study.

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