Research and Measurement Methodology 40 d. Snowball Sampling Snowball sampling is a method for identifying and sampling the cases in a network.For example, if we running a survey on street children/or carrying out a survey of risk behaviors amongst intravenous drug users, there will be no list with the homeless children and it will be difficult to locate this population in one place e.g. a school/hospital.Instead of the researcher choosing participants and directly contacting them, people volunteer themselves (e.g. by responding to a public online survey).

Summarized by © lakhasly.com