Unit 4 Key Terms

**Cluster Sample** - A multistage sample in which natural groups (clusters) are sampled initially, with the members of each selected group being sub-sampled afterward.

**Sampling Frame** - A list or quasi-list of units composing a population from which a sample is selected. If the sample is to be representative of the population, it is essential that the sampling frame include all (or nearly all) members of the population.

**Probability Sample** - The general term for a sample selected in accord with probability theory, typically involving some random selection mechanism. Specific types of probability samples include area probability sample, equal probability of selection method (EPSEM), simple random sample, and systematic sample.

**Snowball Sampling** - A method for drawing a non-probability sample. Snowball samples are often used in field research. Each person interviewed is asked to suggest additional people for interviewing.

**Quota Sample** - A type of non-probability sample in which units are selected into the sample on the basis of pre-specified characteristics, so that the total sample will have the same distribution of characteristics as are assumed to exist in the population being studied.

**Computer-Assisted Interviewing** - Survey research by computer, in which questionnaires are presented on computer screens instead of paper. In computer-assisted personal interviewing, an interviewer reads items from the computer screen and keys in responses.

**Self-Report Survey** - Self-report surveys ask people to tell about crimes they have committed. This method is best for measuring drug use and other so-called victimless crimes. Confidentiality is especially important in self-report surveys.

**Environmental Survey** - Structured observations undertaken in the field and recorded on specially designed forms. Note that interview surveys record a respondent's answers to questions, while environmental surveys record what an observer sees in the field.

**Longitudinal Study** - A study design that involves the collection of data at different points in time, as contrasted to a cross-sectional study. See also trend study, cohort study, and panel study.

**Reductionism** - A fault of some researchers: a strict limitation (reduction) of the kinds of concepts to be considered relevant to the phenomenon under study.