

RESEARCH 101

Sampling Strategies & Power Calculations

Getting the right sample for
reliable research



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Common Sampling Methods

- **Random Sampling** – Everyone has an equal chance of being selected, like picking names from a hat
- **Stratified Sampling** – Population is divided into groups, and samples are taken from each group
- **Cluster Sampling** – Entire groups (like villages or schools) are selected instead of individuals



Why Sampling Matters

You can't study everyone

- **A good sample** = accurate results (Reflects the true population)
- **A poor sample** = misleading insights (Leads to wrong conclusions)



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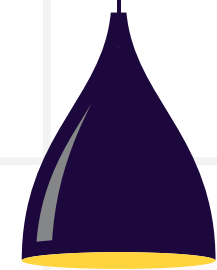
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What is Power Calculation?

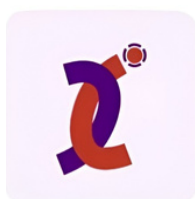
- **Helps decide how many samples you need** – Tells you the right sample size for your study
- **Ensures results are statistically reliable** – Makes your findings more trustworthy
- **Avoids underpowered or over-costly studies** – Prevents too little or unnecessary data collection



Why It's Important



- Saves time and resources
- Improves accuracy of findings
- Strengthens decision-making



Strong research starts with the right sample.

Don't guess your sample size, design it right.
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