

In order to appreciate the significance of sampling error for achieving a representative sample, consider Figures 7.3–7.7. Imagine we have a population of 200 employees and we want a sample of 50. Imagine as well that one of the variables of concern to us is whether or not employees

receive regular performance appraisals from their immediate supervisor and that the population is equally divided between those who do and those who do not. This split is represented by the vertical line that divides the population into two halves (see Figure 7.3). If the sample is

Having performance appraisals in a population of 200

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A sample with very little sampling error

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A sample with no sampling error

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Source: Bryman & Bell, 2011

A sample with some sampling error

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A sample with a lot of sampling error

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0	0	0	0	0	0	0	0	0	o	0	0	0	0	0	0	0	0	0	О
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o	О	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
0	0	0	0	0	0	0	0	0	0	0	О	0	0	0	0	0	0	0	0
o	0	0	o	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
0	0	0	О	0	0	0	0	0	0	0	0	0	o	0	0	0	0	0	0
0	0	0	o	0	0	0	0	0	0	0	0	0	О	0	0	o	0	0	0