

# Sampling in Psychology

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When collecting data for psychological studies, researchers rarely gather information from every single member of a particular population. Instead they **sample** from a **population**.

While it may sound fairly straightforward, obtaining a truly representative sample can be quite challenging and requires a great deal of time and effort. The larger the sample is, the more likely it will accurately reflect what exists in the population.

Imagine, for example, that you were trying to create a sample that accurately represented the entire population of the United States. If your sample is too small, you won't be able to represent the variety of people present. In order to obtain a truly representative sample, you might need to gather information from a fairly large pool of individuals.

NOTE: This article has been modified.