**Sampling Plan**

**Introduction**

 The research article uses the non-probability sampling plan. As such, the non-probability sampling plan obtains a majority of its control from the evident decision of the investigator. In the use of the non-probability approach, the case study exudes the notion that the selection of the respondents was based on convenience in the research process. Therefore, there are significant shortcomings of the approach that require the focus on a distinctive method to obtain culturally accepted findings.

 Non-probability sampling plan translates into an avenue whereby the use of the people from the location who are available and accessible translates into a biased response. The notion of biases emanates from the selection of the different sample units. Therefore, since there is improper supervision, there is the uncertainty about the correctness of the findings.

 To correct the shortcomings of the non-probability sampling plan, it applies to incorporate the probability sampling plan. In reference to Baker, et al., (2013), the probability sampling plan requires that each representative of the population has an equal chance in the selection process. There is reduced reliance on the human judgment which reduces the prospect of biasedness in the findings.  Therefore, in the research process, it is advisable to assign each of the sample population random numbers. After assigning the random numbers, each of the sample population will have a chance of being selected in the research process (Baker, et al., 2015).

**Conclusion**

 The emphasis on the random approach to sampling process is towards ensuring that there is ease in the choice of people and elimination of biasedness. Accordingly, the emphasis on assigning numbers to the potential respondents ensures that there is no surety in the selection of people. Further, there is the sustenance of acceptability since individuals from various populations or cultural standpoint can be represented.

**References**

Baker, R., Brick, J. M., Bates, N. A., Battaglia, M., Couper, M. P., Dever, J. A., & Tourangeau, R. (2013). Summary Report of the AAPOR Task Force on Non-Probability Sampling. *Journal of Survey Statistics and Methodology*, smt008.

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