



**Sampling**  
**Contacting students**  
**Motivating students**  
**EUROSTUDENT V**

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# Sampling

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**Random Sample !**

**Everyone has the same chance to be in the sample!**

**Think of smaller groups, like students**

- with babies
- writing their thesis
- working full-time
- with an impairment (blind, deaf)

# Sampling

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## Think of who is less likely to

- attend classes?
- have internet access?
- have a “functional” postal address (dormitories?)

## Think of “intermediaries” biasing random, like

- Student union
- Teachers
- Internet access

# Sample size

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**Only groups with  $\geq 30$  cases will be analysed !**

**Look at last report to figure out what the smallest (focus) group could be in your country**

- **Mature students?**
- **Delayed transition?**
- **Low intensity?**
- **International students?**

**Estimate proportion of smallest group among your students**

**Estimate your return rate**

**Calculate your minimum sample size**

# Contacting the students

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**You anyhow need information about the total population (for weighting etc.)**

**Where does this information come from?**

- **National Office of Statistics?**
- **Ministry of Higher Education?**
- **Rectors conference?**
- **Student union?**

**Is it possible to contact students via this channel (“national registry”)?**

**If not, what source comes closest to a national registry?**

# Contacting the students

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**How do you plan to contact your students?**

**Who is sending/ signing the invitation?**

# Motivating students

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- **Invitation letter/ Personalization**
- **Trustworthiness**
- **Welcome site/ questionnaire design**
- **Incentives/ sense of duty**
- **Media/ Advertising**