

SAMPLING

A survey can be conducted by two methods - Census Method or Sampling Method. When the whole area or population is studied it is census method. When a small group is selected as representative of the whole group, it is sampling method.

Types of Sampling ① Probability Sampling - Every unit of population has an equal chance of being chosen for the sample.

② Non-Probability - makes no claim for representativeness, as every unit doesn't get the chance of being selected. It is the researcher who decides which sample units should be chosen.

Probability Sampling

Non-probability Sampling

- ① Simple Random
 - (i) Lottery method
 - (ii) Tippet's table
- ② Stratified Random
- ③ Systematic (Interval) Sampling
- ④ Cluster Sampling
- ⑤ Multi Stage
- ⑥ Multi-phase

- ① Convenience Sampling
- ② Purposive "
- ③ Quota "
- ④ Snowball "
- ⑤ Volunteers "

① Simple Random - It is more suitable when population is homogeneous and large. This method of selection assures each individual or element an equal chance of being chosen.

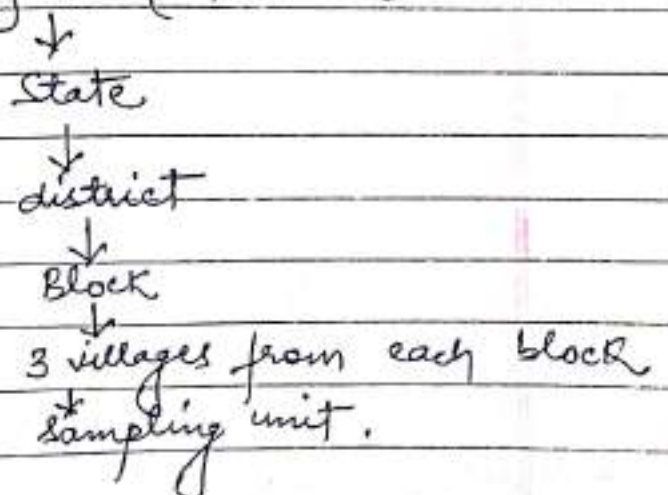
② Stratified Random Sampling - The whole population is divided into a number of strata and then sample is drawn from each stratum. Criteria of strata may be sex, age, class, income etc.

③ Systematic (Interval) Sampling - It is randomly selecting first respondent and then every n^{th} person after that. 'n' is every 10th no. or whatever decided by researcher.

④ Cluster Sampling - Dividing population into clusters and drawing random sample either from all clusters or selected clusters.
First clusters - primary (clusters) sampling unit
clusters from first clusters - secondary (clusters) s.u.
clusters within secondary clusters - multi stage clusters.
When clusters are geographic units, it is called area sampling.

Cluster sampling - homogeneous classified into heterogeneous
Stratified sampling - vice-versa.

⑤ Multi-stage Sampling - Sampling is selected in various stages but only the last sample of subjects is studied. Ex - studying the panchayat system in villages, India is divided into zones (4 zones)



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- ⑥ Multi-phase Sampling - Under this each sample is adequately studied before another sample is drawn from it.

Non-probability Sampling - This sampling is more appropriate where there is no list of persons to be studied. Ex - domestic violence victims, widows, alcoholics, marital car owners etc. Generally used for qualitative analysis.

- ① Convenience Sampling - Representativeness is not significant here. This is also known as 'accidental' or 'haphazard' sampling. The researcher studies all those persons who are most conveniently available or who accidentally come in his contact during research.
- ② Purposive Sampling - Also known as judgemental sampling the researcher purposely chooses persons who seem appropriate and relevant to him. Some variables are given importance and it represents universe but selection is deliberate and based on prior judgement.
- ③ Quota Sampling - Certain quota is fixed out of total population. Quota determination is based on a number of factors such as population nature and type of research etc. Firstly population is divided into a number of strata then the number to be selected from each 'stratum' is decided. This no. is known as quota.
- ④ Snowball Sampling - In this method, the researcher begins the research with the few respondents who are known and available to him. These respondents give other names known to them for further research. This process is continued upto requirement.

⑤ Volunteers Sampling - The respondent himself volunteers to give information he holds.