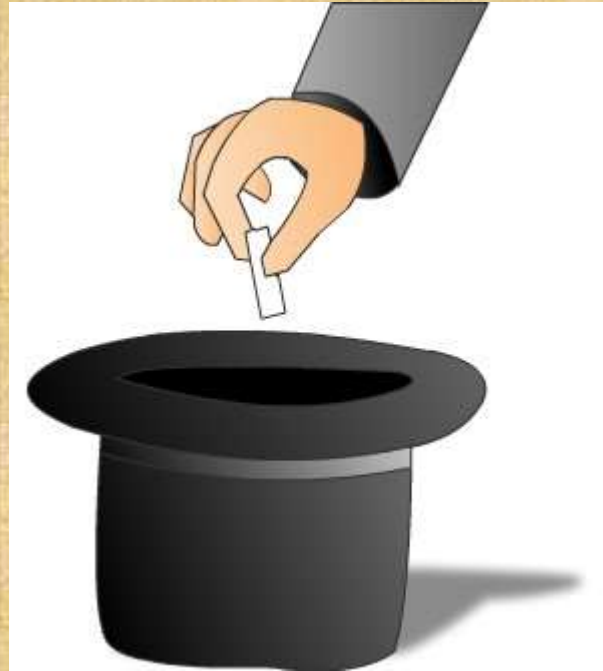


Course- 5

# SAMPLING



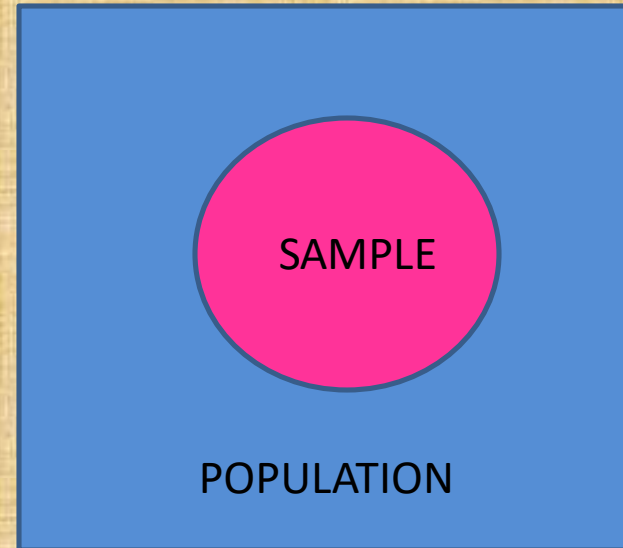
SALVI SINGH  
Guest Faculty  
WTC PU

# POPULATION

A population is any group of individuals/units that have one or more characteristics in common, which are of interest to the researcher .

# SAMPLE

The representative proportion of the population is called sample.

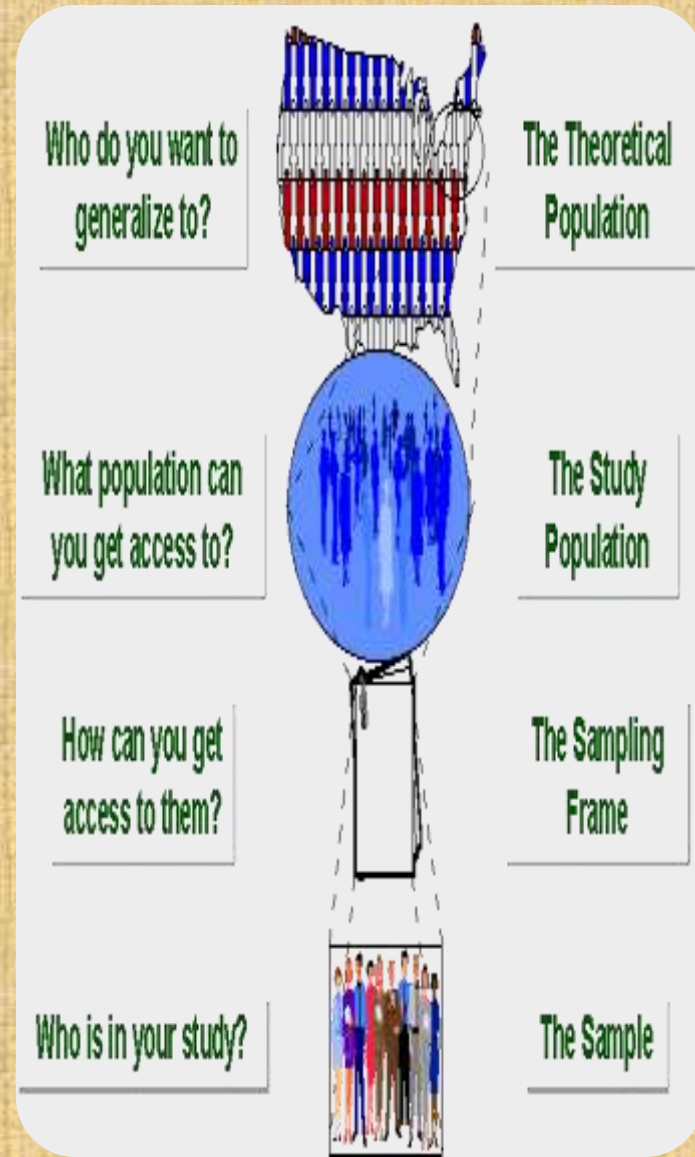


# *STEPS OF SAMPLING*

There are four steps involve in the process of sampling

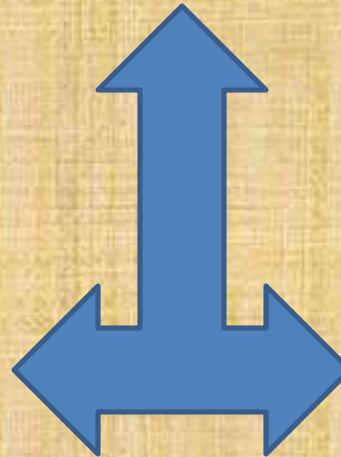
- Defining the population
- Listing the population
- Selecting a representative sample
- Obtaining an adequate sample

After defining a population and listing all the units , a researcher selects a sample of units from the sampling frame. The process of such selection is called **sampling**.



# SAMPLING METHODS

NON – PROBABILITY  
SAMPLING



PROBABILITY  
SAMPLING

## PROBABILITY SAMPLING

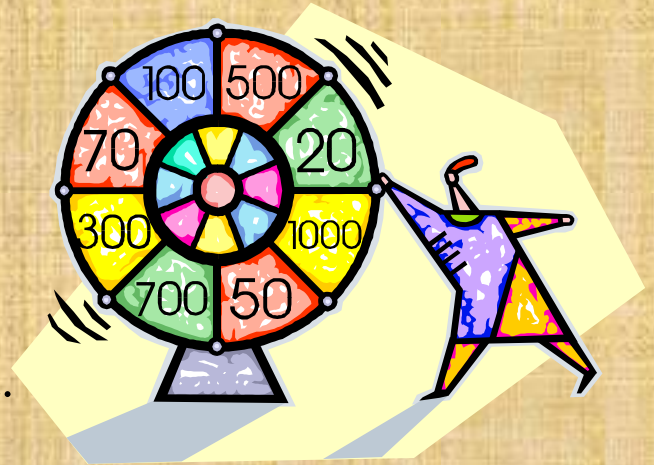
- Simple Random Sample
- Systematic Sampling
- Stratified Sampling
- Cluster Sampling
- Multi phase and Multi stage sampling

## NON PROBABILITY SAMPLING

- Convenience Sampling
- Purposive Sampling
- Snowball Sampling
- Quota Sampling

## Simple Random Sampling

- Selection of method is random
- Every units have an equal chance of being selected.



## Systematic Sampling

- Sampling by every Kth unit



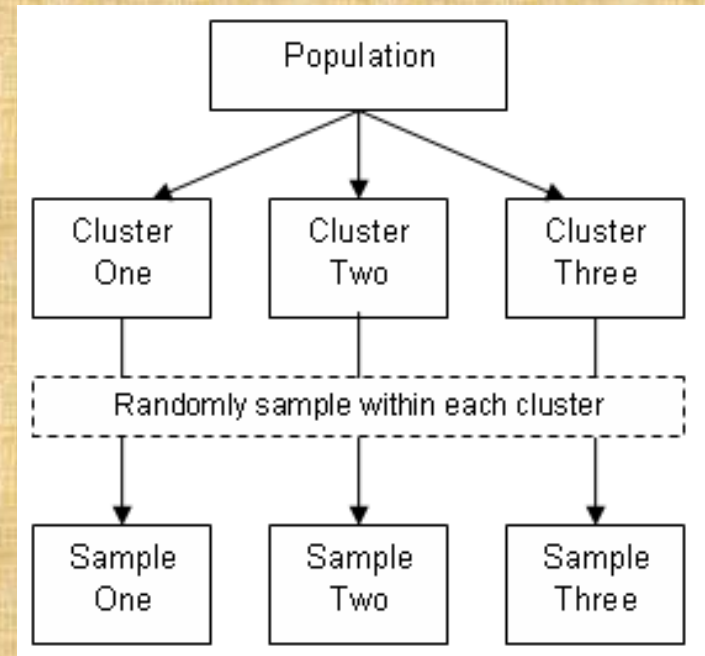
## Stratified Sampling

- It involves dividing the population into such sub populations (strata) that each one of them is homogeneous within itself.



## Cluster Sampling

- When the population under study is relatively infinite.
- Where the list of elements are not available.
- When the elements units are geographically scattered.
- When the sampling of individual is not convenient.





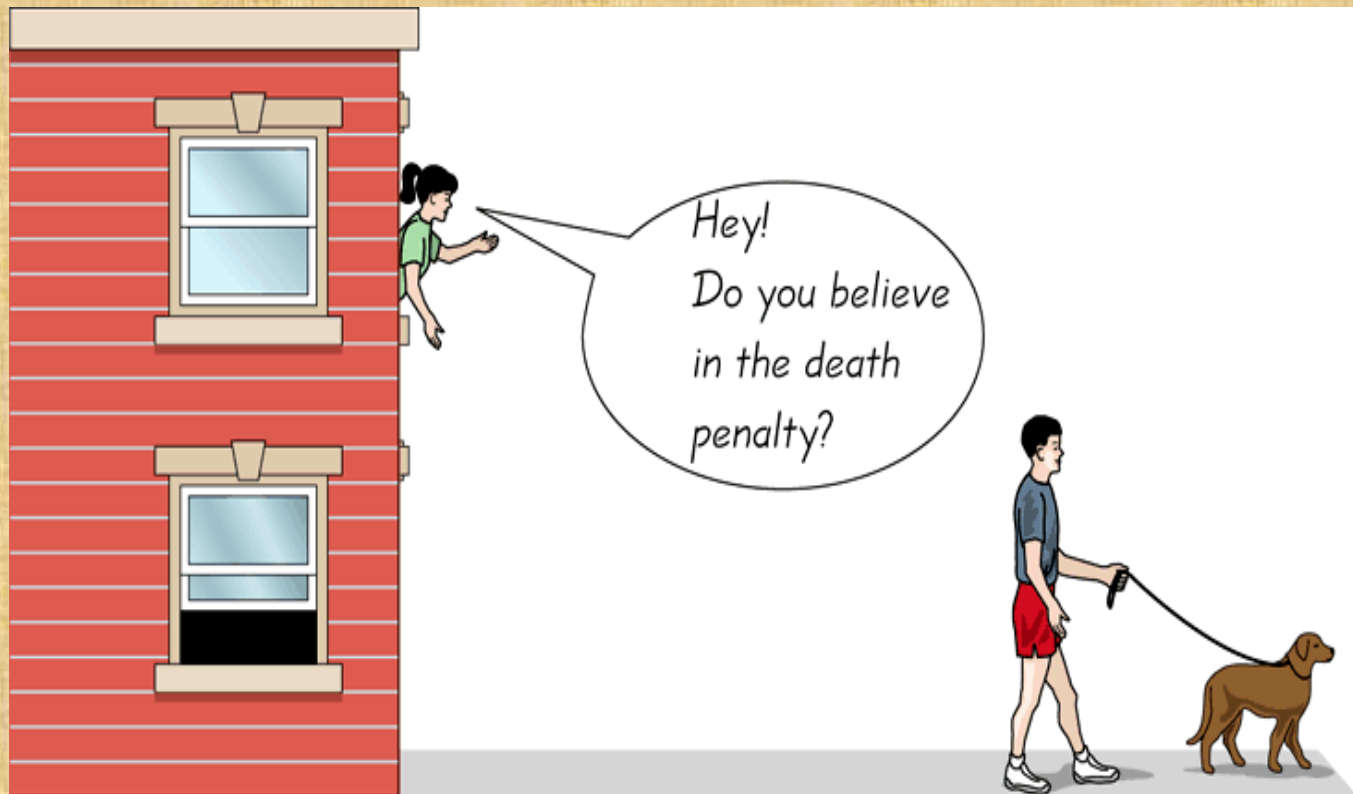
## Multi Stage and Multi Phase Sampling

In **multistage sampling**, selection of different types of sampling units such as some districts in a state, some taluka places in that districts and then some schools, is involved at different sampling stages.

Where as in **multiphase sampling**, the researcher is concerned with the same type of sampling units at each phase but some members are asked for more information than others. Example Information regarding study habits of distance learners can be collected from 100 distance learners through a questionnaire and 20 out of them can be interviewed for more information.

## Convenience Sampling

- Easily available group is selected as a sample.



## Purposive Sampling

- The researcher choose the sample based on who the think would be appropriate for the study.
- This is used primarily when there is a limited number of people expertise in the area being researched.

## Snowball Sampling

- Person in a group identify their friends.

## Quota Sampling

- It is the method of stratification sampling in which selection of sample units within the stratum is non random.

## References:

- Best, J.W. & Kahn, J.(2002). Research in Education. New Delhi: Prentice Hall of India Pvt.Ltd.
- Singh, A.K. (2006). Tests measurements and Research Methods in Behavioral Sciences. New Delhi: Bharati Bhawan.

# THANKS



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