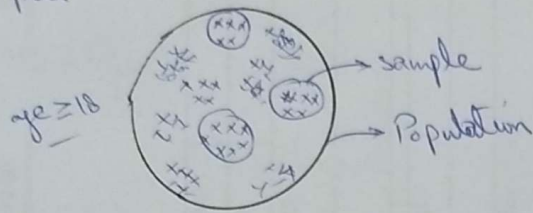


2- Population, Sample & Sampling techniques

- Population ^(N) is the group that we are interested in studying.
- Sample ⁽ⁿ⁾ is a subset of the population.

e.g. Exit poll

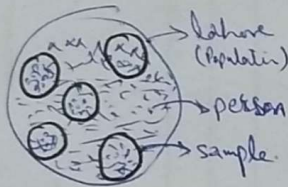


{ Exit poll is not always True
it is assumption.

- Ab exit poll main hrr kisi sy pochna possible nahi hai to hm (sample) kuch logon sy poch krty hain. to ya kuch log (sample) hain jo k represent krty hain (Population) ko.

e.g.

You need to check average height of the people living in Lahore.



- e.g. need to find favourite dish of a city, find avg. dishes of a certain region/city/Area of interest.

Sampling Techniques:

- How to pickup audience (sample) from population - criteria of creating sample.

Goal:

To create a sample ⁽ⁿ⁾ that is representative of entire population ^(N).

Types of sampling:

1) Simple Random Sampling

→ Every member of the population ^(N) has an equal chance of being selected for your sample ⁽ⁿ⁾.

Categories of Sampling are Two:

1) Probability Sampling

a) Simple Random Sampling

b) Stratified Sampling

i) Proportional Stratified sampling

ii) Dis-proportional Stratified sampling.

c) Systematic Sampling

d) Cluster Sampling

2) Non-Probability Sampling

a) Convenience sampling

b) Voluntary Response Sampling

c) Judgmental (Purposive) Sampling

d) Snowball Sampling

e) Quota Sampling.