

Population & Sampling

1

Population

It is a representative sample of a larger group of people (or even things) with one or more characteristics in common

2

Sampling

Sampling is the process of selecting a random number of units from a known population

It allows obtaining information and drawing conclusions about a population based on the statistics of such units, without the need of having to study the entire population

3

Techniques

Every unit from a given population has the same probability of being selected

Probability Sampling

Simple random sampling — It selects random samples from a process or population

Systematic sampling — It selects units based on a fixed sampling interval

Cluster sampling — It divides the population in clusters of equal size n and selects clusters every T th time

Stratified random sampling — It divides the population in subgroups (i.e. strata) and selects random samples

Non-Probability Sampling

Convenience sampling

Quota sampling

Judgement sampling

Snowball sampling