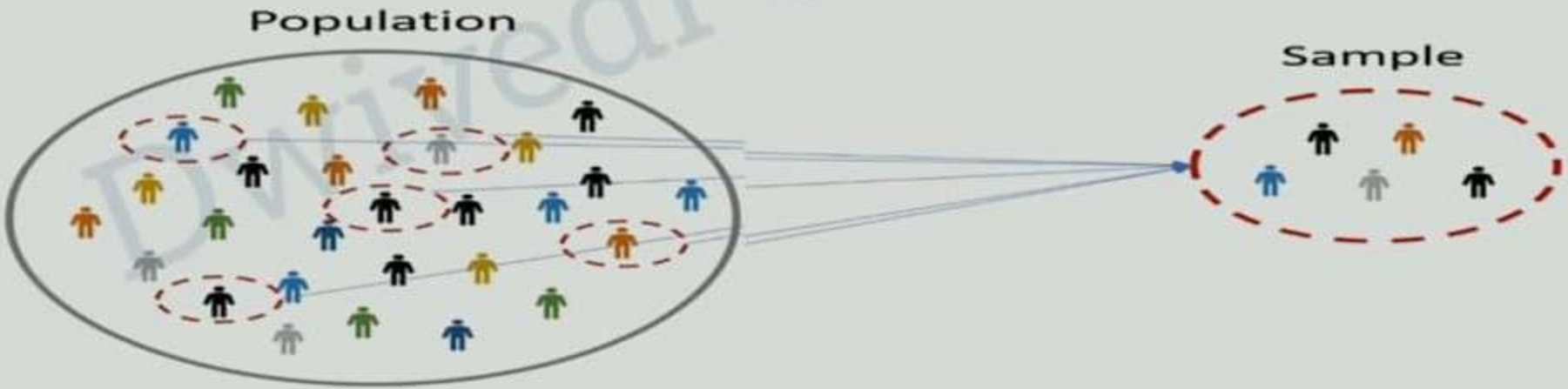
Sample

- A part of anything taken or presented for inspection
- **sample** is a group of people, objects, or items that are taken from a larger population for measurement.
- A sample refers to a smaller, manageable version of a larger group.
- The **sample** should be representative of the population



Sampling frame

- the source material or device from which a **sample** is drawn.
- It is a list of all those within a population who can be **sampled**, and may include individuals, households or institutions.

For Example :

- Students list of BBA Students in Lucknow
- List of High schools in Uttar Pradesh

- **Sampling Unit :** who should we survey?
- **Sampling Size :** how many people should we survey?

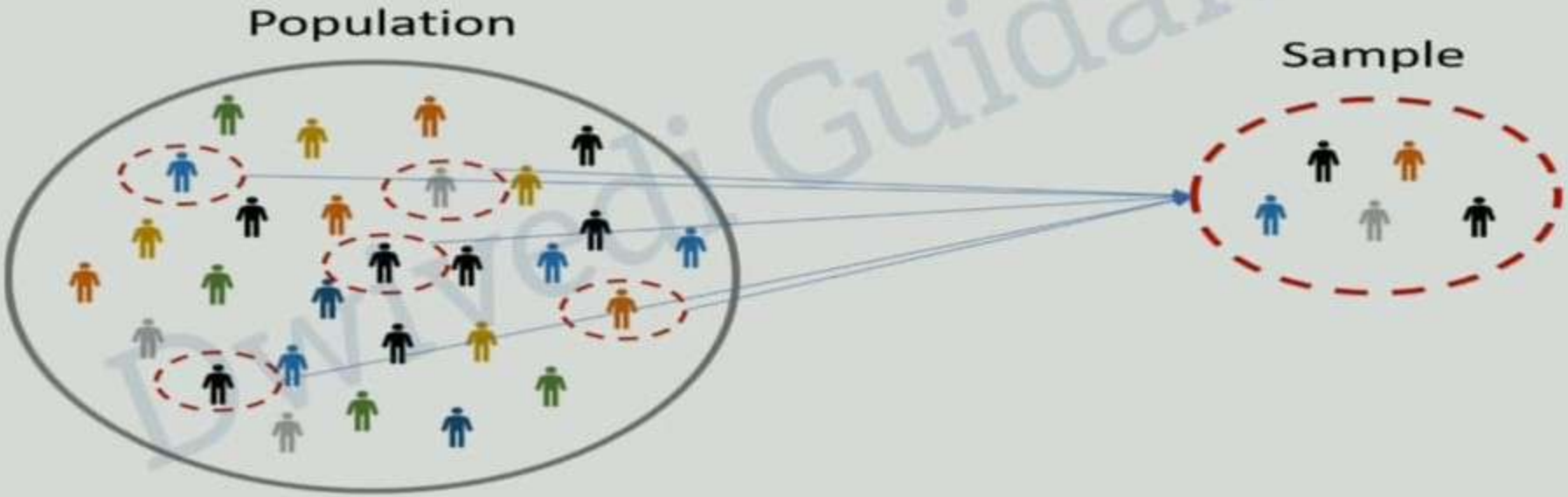
Population:
The group you want to generalize to
(e.g., professional workers around the world)

Sampling Frame:
A list from where you can draw your sample
(e.g., employees at 1-2 local companies)

Sample:
The actual units selected for observation
(e.g., a random selection of employees at each firm)

Sampling

- the act, process, or technique of selecting a suitable sample from large Population



Sampling Procedure / Method of Sampling

- How should we choose the respondents?

- Probability Sampling Technique
  - every member of the population has a chance of being selected. It is mainly used in quantitative research.
- Non Probability Sampling Technique
  - not all members of the population have an equal chance of participating in the study,

Method of Sampling

A. Probability Sampling Technique

a. **Simple Random Sampling:** Every member of the population has an equal chance of selection.

i. sampling frame should include the whole population

Method of Sampling

A. Probability Sampling Technique

b. Stratified Random Sampling: The population is divided into mutually exclusive groups (such as group), and random samples are drawn from each group.

divide the population into subgroups (called strata) based on the relevant characteristic (e.g. gender, age range, income bracket, job role).

Method of Sampling

A. Probability Sampling Technique

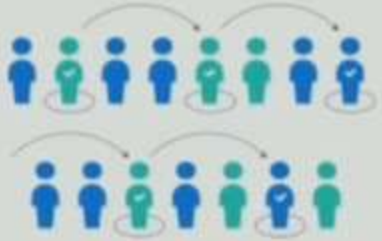
c. Systematic Sampling: the entire population is arranged in a particular order.-ascending or a descending

First of all, a sampling interval given by **K = N/n** is calculated,

where N = the size of the population and n = the size of the sample.

A random number is selected from 1 to K. Let us call it C.

the next element would be C + K and the subsequent one would be C + 2K



Method of Sampling

A. Probability Sampling Technique

d. Cluster (area) Sample:

The population is divided into mutually exclusive groups (such as city blocks),

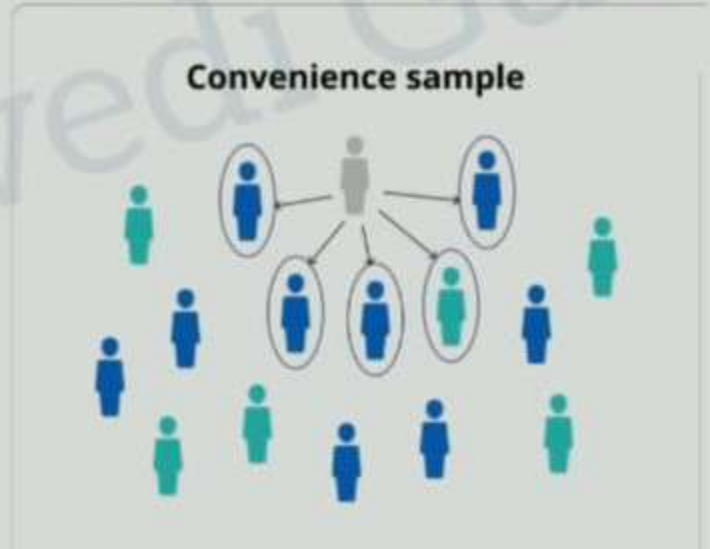
and the researcher draws a sample of the groups to interview.

Method of Sampling

A. Probability Sampling Technique

B. Non-Probability Sampling Technique

a. Convenience Sampling: the researcher selects the most accessible population members.

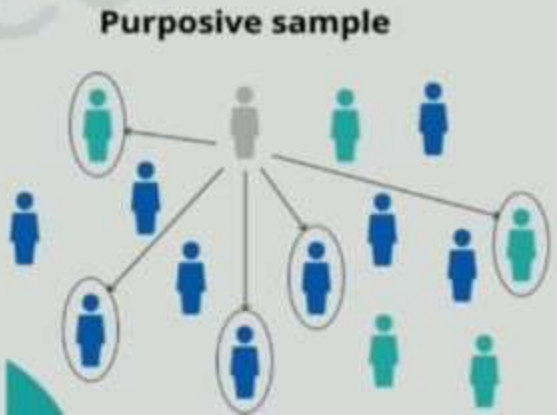


Method of Sampling

A. Probability Sampling Technique

B. Non-Probability Sampling Technique

b. Judgement / Purposive Sampling: the researcher selects population members who are good prospects for accurate information.



Method of Sampling

A. **Probability Sampling Technique**

B. **Non-Probability Sampling Technique**

C. Quota Sampling: a very tailored sample data is collected from a homogeneous group. For example, 45% female and 55% male

Method of Sampling

A. Probability Sampling Technique

B. Non-Probability Sampling Technique

d. Snowball Sampling: participants via other participants.