***Sampling Techniques:***

Sampling is the process of selecting a subset of individuals from a larger population to gather insights and make informed decisions. The choice of sampling technique impacts the accuracy, fairness, and representativeness of the data collected.

**1. Simple Random Sampling**  
Every individual in the population has an equal chance of being selected, without considering any subgroup differences.  
**Example:**

* Randomly selecting 100 employees from the entire company.
* Using a random number generator to choose participants for a survey.  
  **Pros:** Minimizes selection bias.  
  **Cons:** May not ensure representation from specific departments or groups.

**2. Stratified Sampling**  
The population is divided into subgroups (strata), such as departments, and samples are drawn proportionally from each group.  
**Example:**

* Surveying employees from each department, ensuring the number selected reflects the department’s size.
* Gathering feedback from employees across different job roles or seniority levels.  
  **Pros:** Ensures fair representation from all subgroups.  
  **Cons:** Requires detailed knowledge about the population structure.

**3. Systematic Sampling**  
Selecting participants at regular intervals from an ordered list.  
**Example:**

* Choosing every 5th employee from a company directory.
* Surveying every 10th person who logs into the company portal.  
  **Pros:** Simple and quick to implement.  
  **Cons:** May introduce bias if there’s a hidden pattern in the list.

**4. Convenience Sampling**  
Participants are selected based on ease of access or availability.  
**Example:**

* Surveying employees who are present at a meeting.
* Collecting feedback from employees in a specific office location.  
  **Pros:** Fast and cost-effective.  
  **Cons:** High risk of bias and limited representativeness.

**Conclusion:**  
For surveying **employee satisfaction** in a company with **departments of varying sizes**, **Stratified Sampling** is the best choice. It ensures fair and proportional representation from each department, capturing the diverse experiences and opinions of all employees.