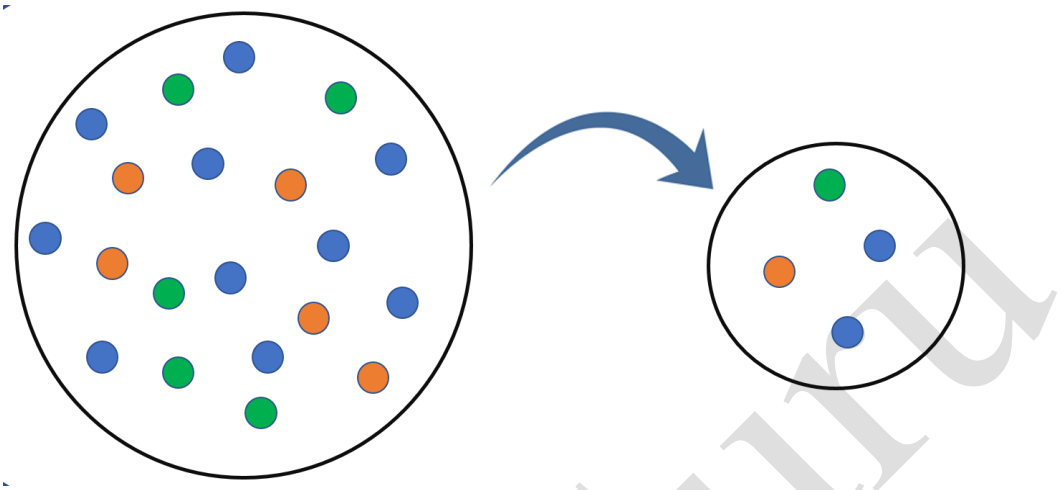
Sampling Concept



Sampling is a method for collecting information and drawing inferences about a larger population or universe, from the analysis of only part thereof, the sample. In other words, a sample is a subset of the population that represents the entire group. When the population for universe) is too large for the researcher to survey all its members became of its cost, the member of personal to be employed, or the time constraint, a small carefully chosen sample is extracted to represent the whole. Sampling allows surveys of the complete population of a country, or sub-sections of it, to be carried out far more cheaply and frequently, and with resources devoted to improving the depth and quality of the information collected, in contrast with the shallow information obtainable from censuses.

Advantages of Sampling

- Sampling helps in substantial cost reduction of surveys
- Sample survey analyze the characteristics of a population
- Permits a high degree of accuracy due to a limited area of operations
- More detailed information can be collected through sample survey
- Collects the data required in far less time
- Intensive and exhaustive data are collected

- Study of samples involves less space and equipment
- Sampling is suitable when available sources are limited

Disadvantages of Sampling

- It may involve biased selection which leads to draw invalid conclusions
- Using a sample from a population involves risk
- Lack of representativeness of entire population
- Widely dispersion and heterogeneity of population may lead to difficulty in sampling
- Lack of specific and specialized knowledge in researcher

Essentials of a Good Sample

- A sample must represent a true picture of the population from which it is drawn.
- A sample must be unbiased by the sampling procedure.
- A sample must be taken at random so that every member of the population of data has an equal chance of selection.
- A sample must be sufficiently large but as economical as possible.
- A sample must be accurate and complete. It should not leave any information incomplete and should include all the respondents, units or teams included in the sample.
- Adequate sample size must be taken considering the degree of precision required in the results of inquiry.

In brief, a good sample should be truly representative in character. It should be selected at random and should be adequately proportional. These, in fact, are the attributes of a good sample.