

SAMPLING

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SAMPLING MEANING

- Sampling is a process used in statistical analysis in which a predetermined number of observations are taken from a larger [population](#). The methodology used to sample from a larger population depends on the type of analysis being performed, but it may include simple random sampling or systematic sampling.

RANDOM SAMPLING

- **Definition:** Random sampling is a part of the sampling technique in which each sample has an equal probability of being chosen. A sample chosen randomly is meant to be an unbiased representation of the total population. If for some reasons, the sample does not represent the population, the variation is called a sampling error.

Description: Random sampling is one of the simplest forms of collecting data from the total population. Under random sampling, each member of the subset carries an equal opportunity of being chosen as a part of the sampling process. For example, the total workforce in organisations is 300 and to conduct a survey, a sample group of 30 employees is selected to do the survey. In this case, the population is the total number of employees in the company and the

PURPOSIVE SAMPLING

- Purposive sampling, also known as judgmental, selective, or subjective sampling, is a form of **non-probability sampling** in which researchers rely on their own judgment when choosing members of the population to participate in their study. This sampling method requires researchers to have prior knowledge about..
- Since there are several different types of purposive sampling (e.g. homogenous sampling, expert sampling, critical case sampling, etc.), one of the key benefits of this sampling method is the ability to gather large amounts of information by using a range of different techniques. This variety will, in turn, give you a better cross-section of information.

STRATIFIED SAMPLE

- Stratified sampling is a method of sampling from a population which can be partitioned into subpopulations. In statistical surveys, when subpopulations within an overall population vary, it could be advantageous to sample each subpopulation (stratum) independently. Stratification is the process of dividing members of the population into homogeneous subgroups before sampling. The strata should define a partition of the population. That is, it should be collectively exhaustive and mutually exclusive: every element in the population must be assigned to one and only one stratum. Then simple random sampling or systematic sampling is applied within each stratum. The objective is to improve the precision of the sample by reducing sampling error. It can produce a weighted mean that has less variability than the arithmetic mean of a simple random sample of the population.

research/survey result. If anything goes wrong with your sample then it will be directly reflected in the final result.

~~There are a lot of techniques~~ **SAMPLEING TECHNIQUES** which help us to gather sample depending upon the need and situation. This blog post tries to explain some of those techniques.

To start with, let's have a look on some basic terminology

Population

Sample

Sampling

Population is the collection of the elements which has some or the other characteristic in common. Number of elements in the population is the size of the population.

Sample is the subset of the population. The process of selecting a sample is known as sampling. Number of

elements in the sample is the sample size.