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SAMPLING MERITS AND DEMERITS

MERITS

In Social Research following are the merit of Sampling:-




Economy:- The sampling technique is much economy (less expensive) and less time consuming than the census technique.




Reliability:- If the choice of Sample units is made with due care and the matter under survey is not heterogeneous the conclusion of sample survey can have almost same reliability as those of Census Survey.


MERITS



Detailed study:- Since the number of sample units is fairly small, these can be studied intensively and elaborately and can be examined from multiple view point.



Scientific Base:- It is scientific technique because the conclusion derived from the study of certain units can be verified from other units. By taking random samples we can determine the amount of deviation from the normal.



Greater suitability in most situation:- Most of the surveys are made by the technique of sample survey because whenever the matter is of a homogeneous nature, the examination of few units suffices. This is the case in the majority of situations.

DEMERITS

→ Less accuracy:- In comparison to census technique the conclusions derived from sample are more liable to error. Therefore sampling technique is less accurate than census technique.

→ Changeability of Units:- If the units in the field of survey are liable to change or if those are not harmonious the sampling technique will be very hazardous. It is not scientific to extend the conclusions derived from one set of sample to other sets which are unlike or are changeable.

→ Misleading conclusion:- If due care is not taken in the selection of sample or if they are arbitrarily selected, the conclusions derived from them will become misleading if extended to all units.

DEMERITS

→ Need for Specialized knowledge:- The sample technique can be successful only if a competent and able scientist or researcher takes the selection. If it is done by average scientist the selection is liable to be wrong.

→ When Sampling is not possible:- Under certain circumstances it is very difficult to use the sample technique. If time is very short and it is not possible to make selection of the sample, the technique cannot be used.

The foregoing discussions of pros and cons of sampling technique shows very clearly that certain defects and limitations notwithstanding, sampling technique is widely used. Following are the criteria to determine the appropriateness of sampling technique.

❖ Vast data:- when the number of units is very large, sampling technique must be used as it economizes money, time and effort.

❖ When utmost accuracy is not required :- The sample technique is very suitable in those situations where cent percent accuracy is not required. Otherwise census technique is unavailable because hundred percent accuracy is available only by this means.

❖ Infinite data:- We can use sampling technique if the data are unlimited.

❖ Where census is impossible:- If we want to know the amount of mineral wealth in a country, we cannot dig all mines to discover and count. In that case we have to use the sampling technique.

❖ Homogeneity:- If all the units of a domain are alike, then sampling technique becomes very easy to use.

❖ Postal and Personal Survey:- if the means of collecting data dispatched by containing questionnaire by post, it is called postal survey. But if the information is collected by the means of direct interview of respondents it is called personal survey.

❖ **Regular and ad hoc survey:-** Regular surveys are made periodically without fail. Ad hoc surveys are conducted for specific purposes and are periodically received.

Q. Give a brief note on merits and demerits of sampling technique.



THANK YOU