

**Research Methodology**  
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**SAMPLING**  
**DEFINITION AND TYPES**

## **Definition:-**

In the technique of sample investigation of certain units from the whole domain of survey are selected as being representative. And these are studies in details and the conclusion arrived from there are extended to the entire field or domain. Unlike census, not all units are studied in sample but only some of these are selected for study on an ascertain definite basis.

## Definition:-

In researches the sampling technique is used and considered most opt for research. This technique also has a very high value in day to day life and activities. In making our daily purchase of food-stuff, vegetables, etc it is not considered necessary to examine each and every piece of the commodity. Only handfuls of goods are examined and the idea about the whole is formed and usually this proves a justified procedure.

## Definition:-

**According to Goode and Hatt, “ A sample as the name implies is the smaller representation of a large whole.”**

**According to P.V. Young, “ A statistical is a miniature picture or cross section of the entire group or aggregate from which the sample is taken.”**

## **Types of Sampling:-**

- (1) Random sampling***
- (2) Purposive Sampling***
- (3) Stratified Sampling***
- (4) Quata Sampling***
- (5) Multistage Sampling***
- (6) Extensive Sampling***
- (7) Convenient Sampling***

# Types of Sampling:-

**1) Random sampling:-** Of all the methods of selecting the samples, Random sampling Technique is considered the best method of sample selection. In this technique every item or unit of the domain has an equal opportunity for selection. In this no item is selected on account of likes or dislikes of the investigator and selection is left entirely to chance. This provides every item and unit fair and equal chance for selection. This sampling can be made in the following way.

## *Random sampling:-*

**(a) Lottery Method :-** This is the simplest way of making the selection. The number of items in a data are written on a sheets of paper or cards and they are thrown in the box. After this investigator or researcher blind folding himself selects the number of items required in the sample. Hence there is no partiality in favour of any item. But in this it is necessary that the paper sheets or cards should be of equal size and dimensions.

## *Random sampling:-*

**(b) By rotating the Drum:-** This procedure is a slight modification of the lottery method. In it pieces of wood, tin or card board of equal length and breadth with number 0, 1, 2 printed on them are used. And a list of items in the domain are prepared and divided in 0, 1 and s categories. The pieces are rotated in the drum and then requisite numbers are drawn by an impartial person.



## *Random sampling:-*

(c) **Selecting from sequential list**

(d) **Tippet' Numbers:-** Upon the basis of Tippet's numbers it is very easy to select samples. This number is widely used in making random selections.

## Types of Sampling:-

**2) Purposive sampling :-** In this method the researcher has full freedom in choosing his sample according to his wishes and desire. The researcher chooses certain items from the whole data and studies them only. To choose or leave an item for the purpose of study depends entirely upon the wishes of a researcher.

This is very simple technique of choosing the sample and is very useful in cases where the whole data is homogeneous and the researcher has full knowledge

## Types of Sampling:-

of the various aspects of the problem. In fact it means that only those units which represent the whole will be selected.

**3) Stratified Sampling :-** This method of selecting samples is a mixture of the purposive and random sampling techniques. First of all the data in a domain is split onto various classes on the basis of their characteristics. After this certain items are selected from

## Types of Sampling:-

these classes by random sampling techniques. That is why this is known as mixed techniques of sampling. The techniques is suitable in those cases in which the data has sub data having special characteristics. The stratification is made on the basis of the special attributes and from these strata items are selected at random.

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**(4) Quata Sampling :-** This method of sampling is not much used . In it entire data is split up into as many blocks on there are researchers and each researcher is asked to select certain items from his block study. The success of this method depends upon the integrity and professional competence of researchers.

**(5) Multistage Sampling :-** In this sampling items are selected in different stages at random.

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(6) **Extensive sampling** :- This method of sampling is virtually same as census except that irrelevant items are left out and every other items is examined.

(7) **Convenient Sampling** :- this method of sampling is hit or miss procedure of study. The researcher select certain items from the domain as per his convenience. No plan effort is made to collect information. It is a method by which a tourist studies the country of his visit.

**Q. Explain the meaning and definition of sampling with suitable examples.**  
**Q. Throw some light on types of sampling.**

**THANK YOU**