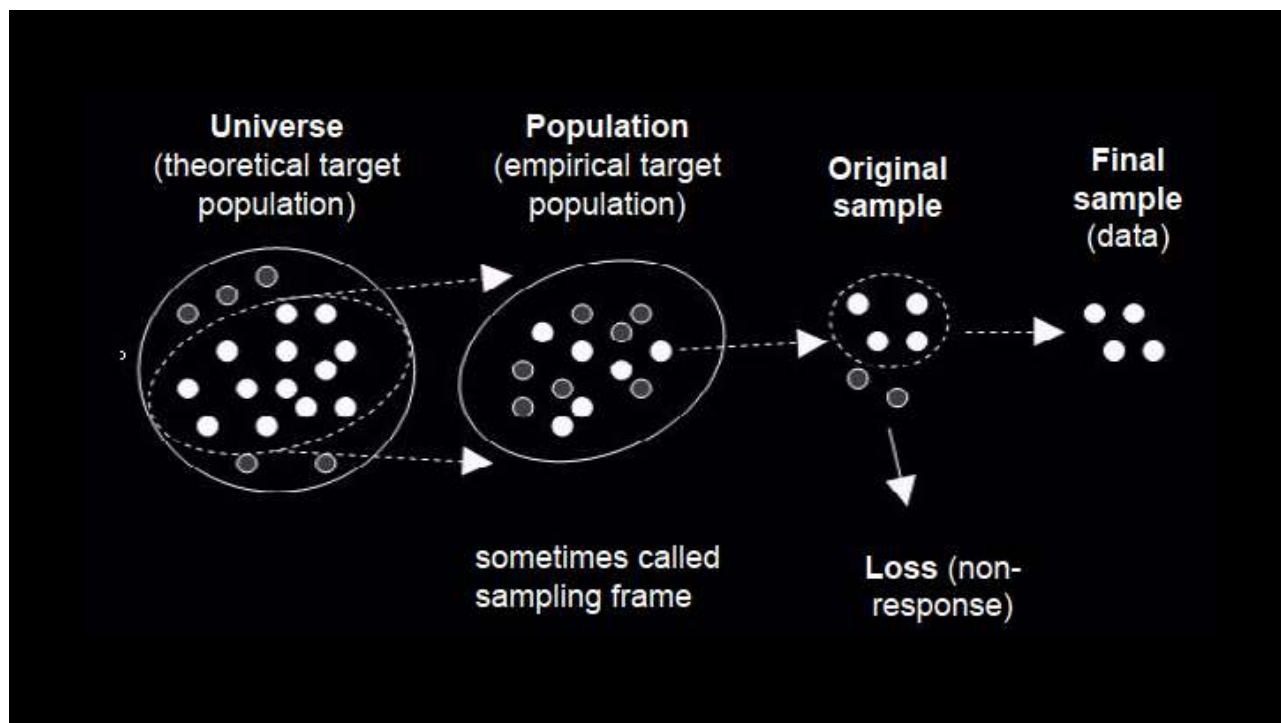


These Slides Accompany the YouTube Video Tutorial:
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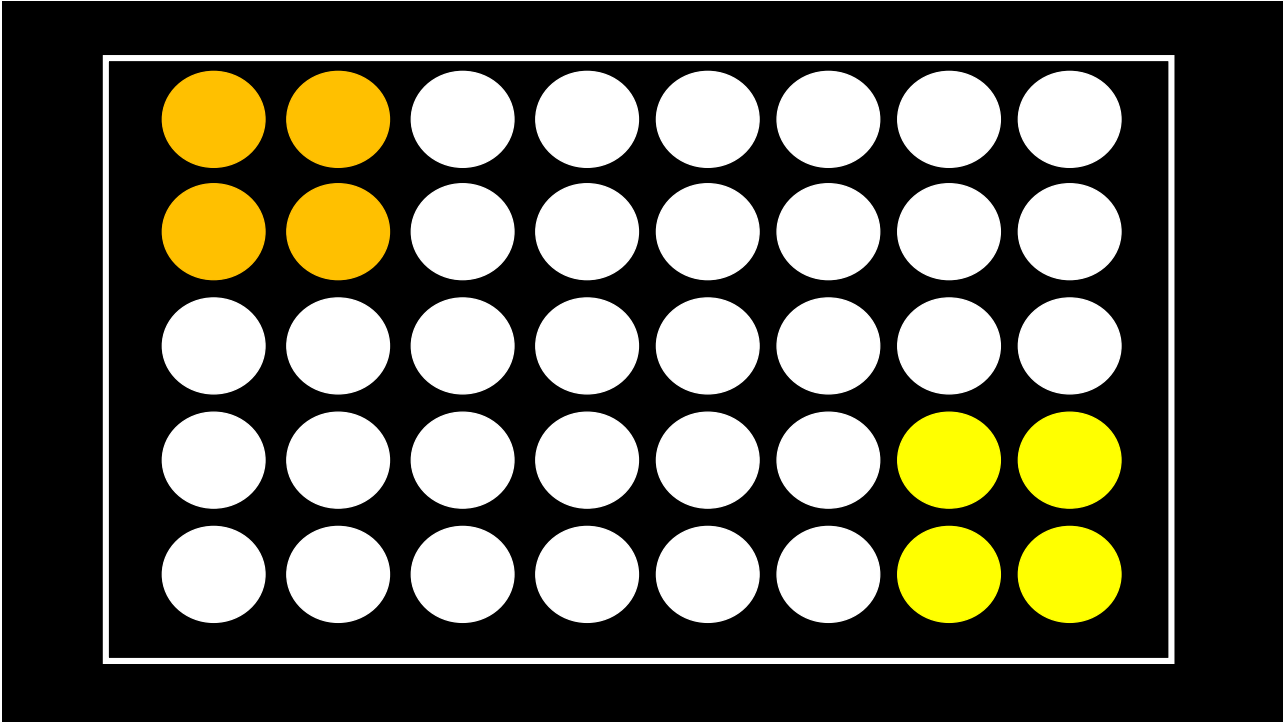
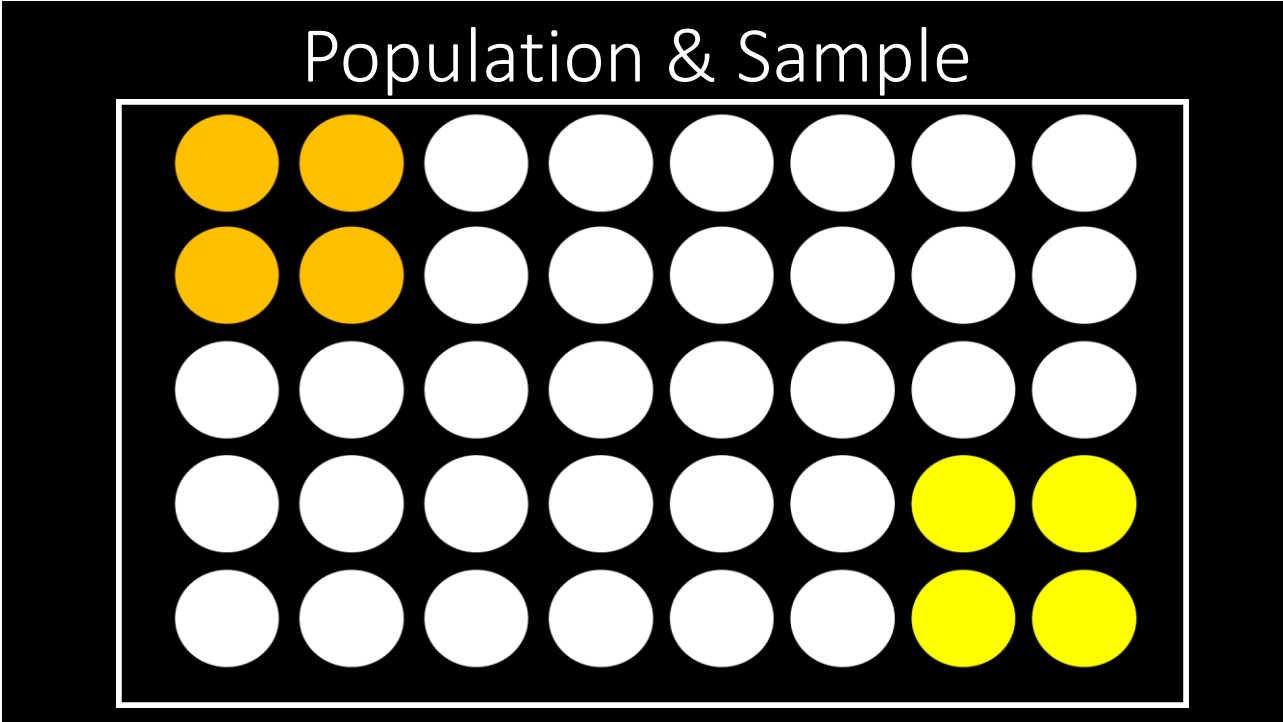
Sampling & Types of Sampling

Research Methodology

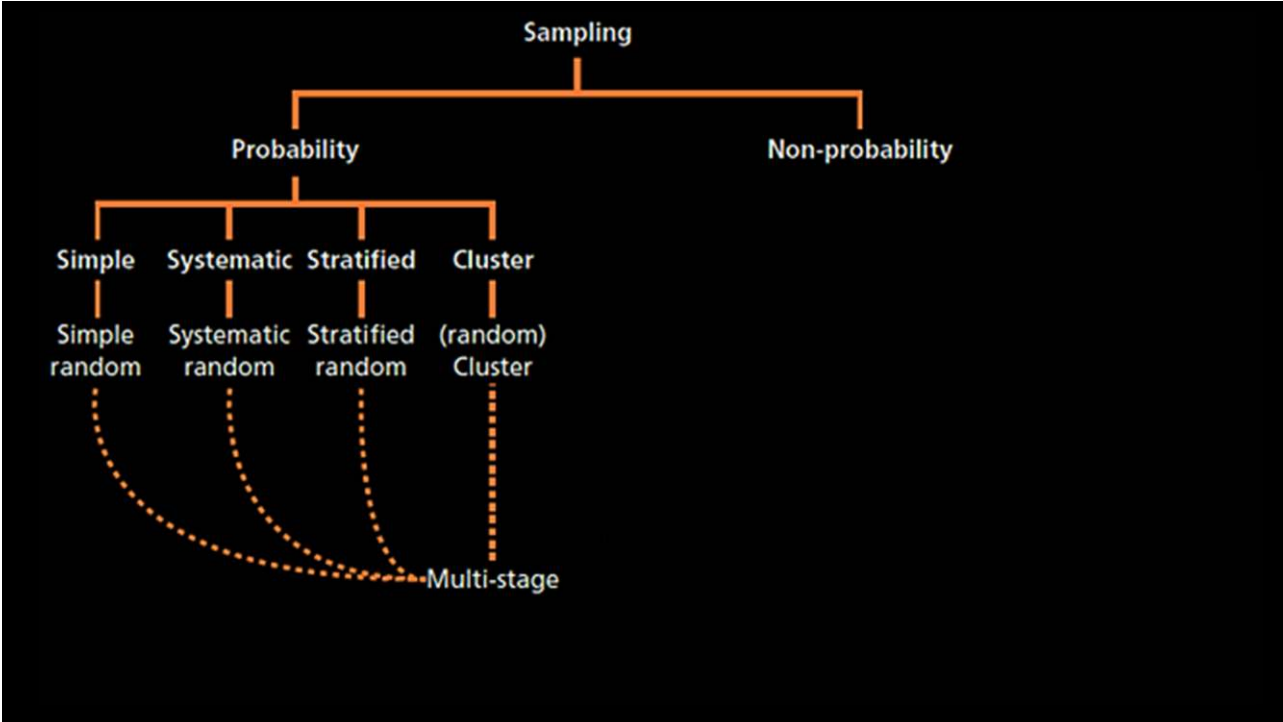
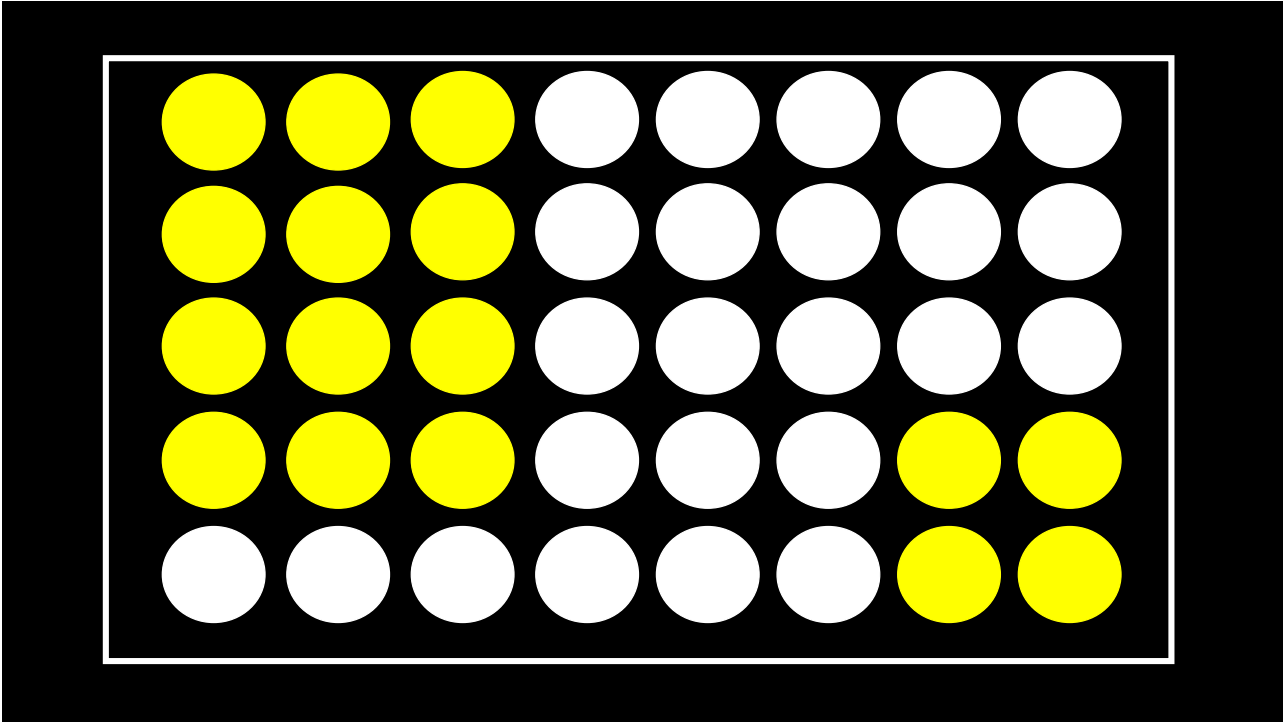
- Dr. Manishika Jain, NTSE Scholar, UGC NET JRF, CSIR NET JRF
Gold Medalist, Jawaharlal Nehru University, Delhi
Planner, City of Hillsboro, Oregon, USA



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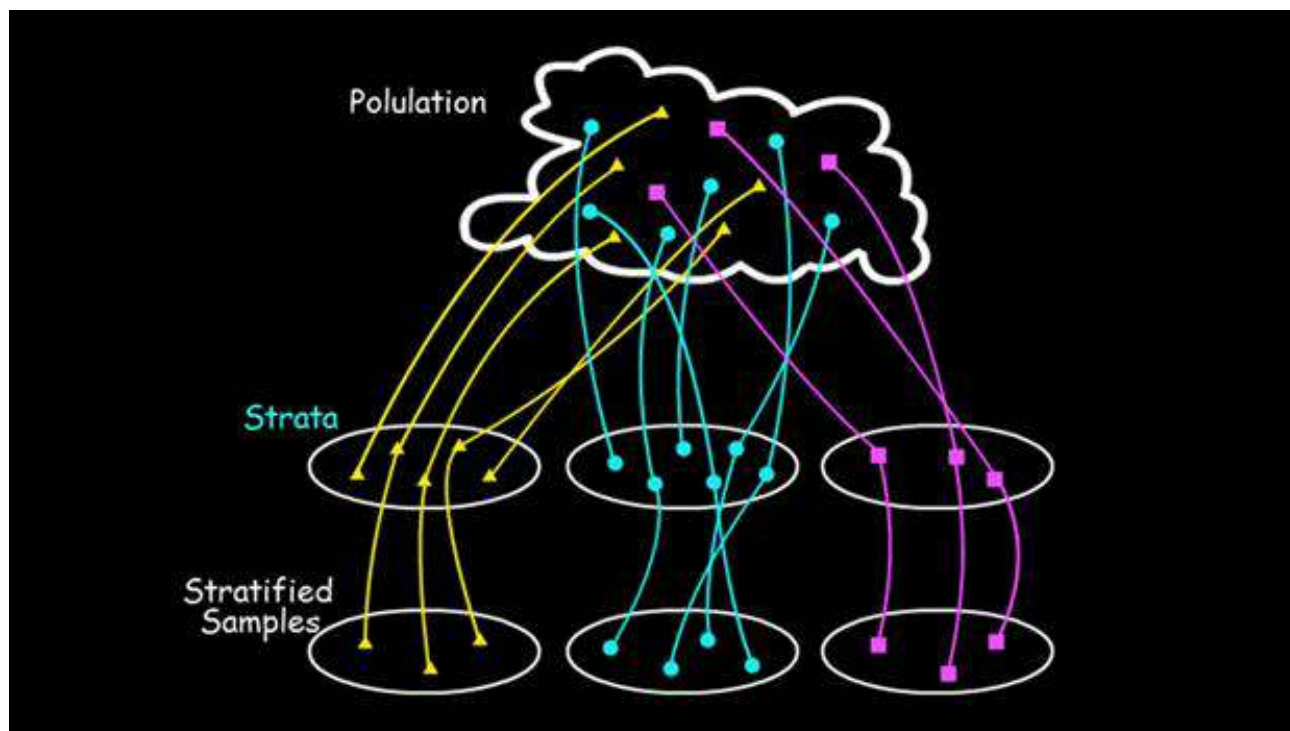
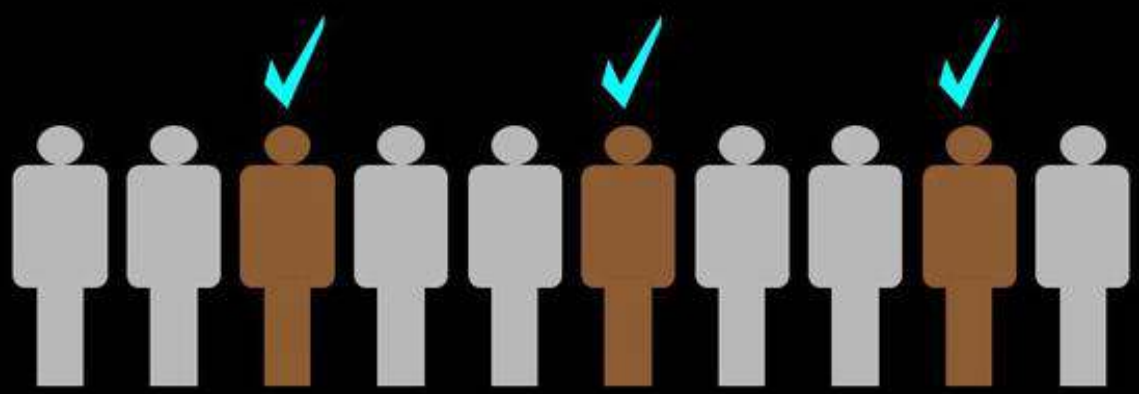


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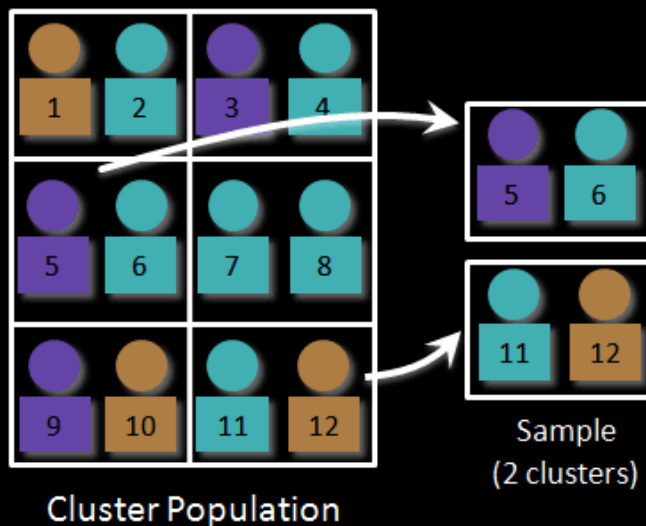
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Systematic Sampling



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Cluster Sampling



Non Probability Sampling

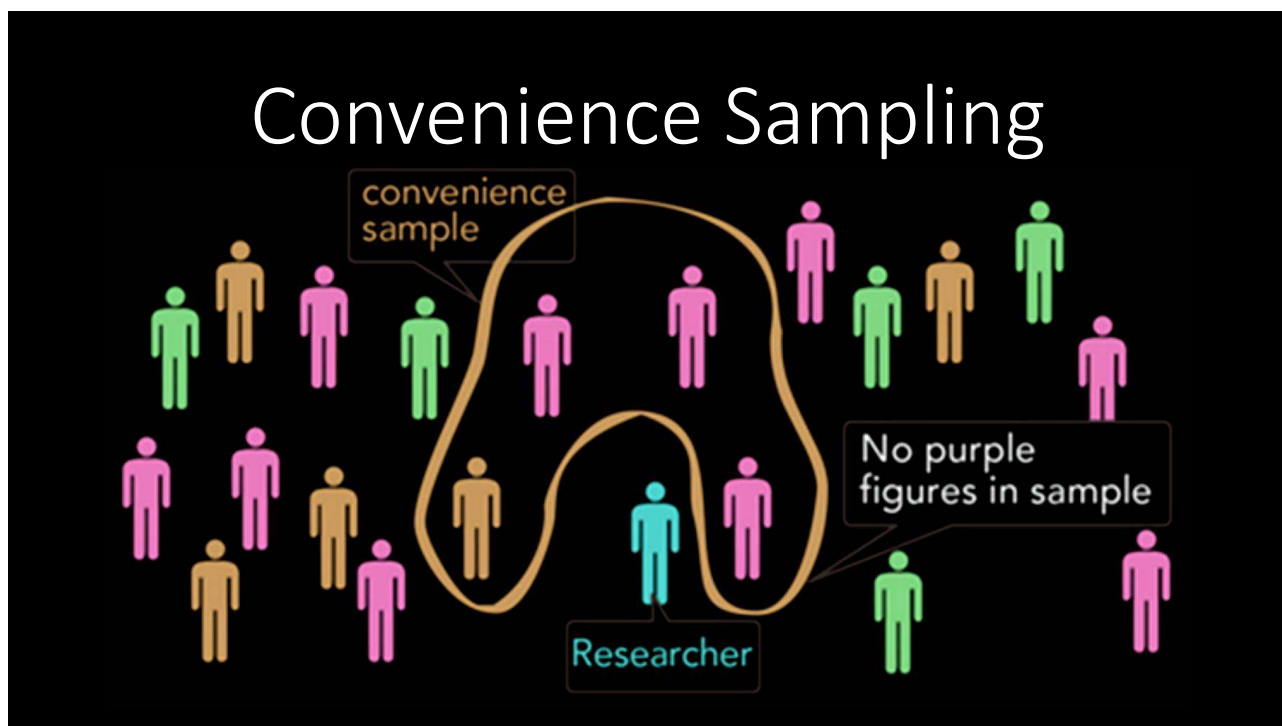
Quota

Convenience

Judgement

Purposeful

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Purposeful Sampling

- Extreme, Typical, Critical, or Deviant Case: Rare
- Intensity: Depicts interest strongly
- Maximum Variation: range of nationality, profession
- Homogeneous: similar sampling groups
- Stratified Purposeful: Across subcategories
- Mixed: Multistage which combines different sampling
- Sampling Politically Important Cases

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Purposeful Sampling

- Purposeful Random: If sample is larger than what can be handled & help to reduce sample size
- Opportunistic Sampling: Take advantage of new opportunity
- Confirming (support) and Disconfirming (against) Cases
- Theory Based or Operational Construct: interaction b/w human & environment
- Criterion: All above 6 feet tall
- Purposive: subset of large population – high level business
 - Snowball Sample (Chain-Referral): picks sample analogous to accumulating snow

Advantages of Sampling

- Increases validity of research
- Ability to generalize results to larger population
- Cuts the cost of data collection
- Allows speedy work with less effort
- Better organization
- Greater brevity
- Allows comprehensive and accurate data collection
- Reduces non sampling error. Sampling error is however added.