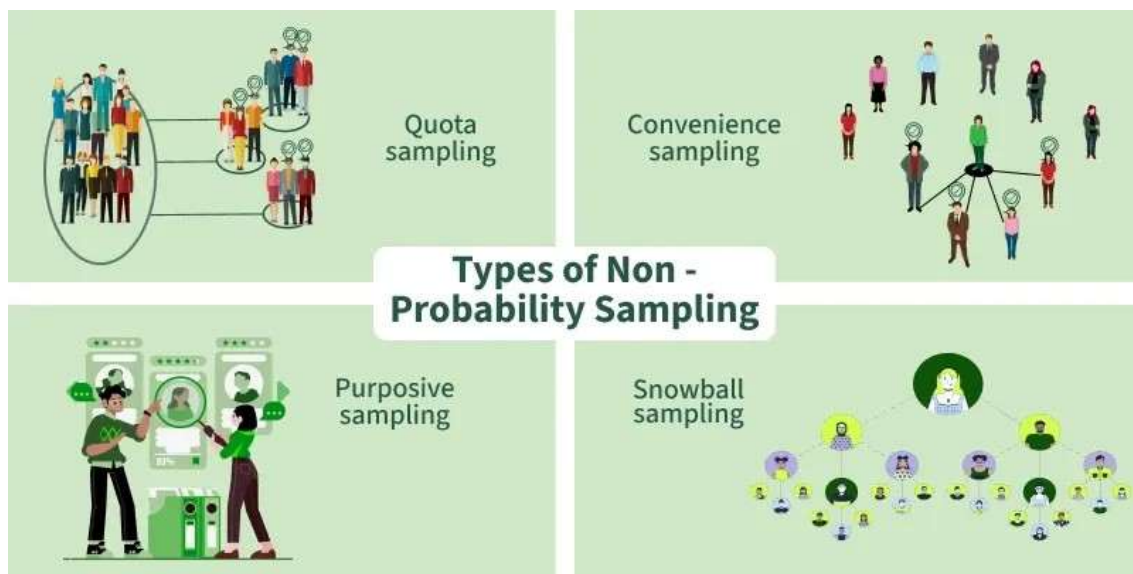


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Topic- Methods of Sampling

Non-Probability Sampling Methods

Selection not random; generalizability limited. Here we are explaining three types in Non-probability Sampling:



Quota Sampling

Quota Sampling is a method where the population is divided into groups based on certain characteristics, like age, gender, or income. The researcher then picks a fixed number of items from each group to form a sample. This way, the sample represents different parts of the population.

Example:- Study the opinions of 100 people about a new product, divide them into groups based on gender and age, such as 50 men and 50 women. Then, collect responses from 20 people in each age group.

Convenience Sampling

As the name suggests, Convenience Sampling is a method of collecting data where the investigator selects items from the population based on convenience.

Example:- *An investigator who wants to collect data on the average number of females using induction cooktops in the kitchen goes to a shopping mall and collects information from the females visiting that mall. By doing so, the investigator neglects females who were not present in the mall that day or who did not visit the mall. This reduces the reliability of the result, as some females may have induction cooktops in the kitchen but were not present in the mall at that time.*

Purposive or Deliberate Sampling

Purposive Sampling, also known as Judgmental or Deliberate Sampling, is a non-random sampling method where the researcher intentionally selects individuals or items that are most relevant to the research objectives. This approach is used when specific characteristics or expertise are needed to address particular research questions.

Example:- *if an investigation is about FMCG companies, then the inclusion of companies like Nestle, Hindustan Unilever Ltd., etc., is essential in the sample. However, the chances of personal biases in this method of sampling are higher, which reduces its credibility.*

Snowball Sampling

Snowball sampling is a research method where existing participants recruit new participants from their own network of contacts. This sampling starts with few people and relies on referrals. Sampling size grows like chain reaction. This is used in studying hard-to-reach or hidden population.

Example:- *A researcher studying homelessness starts by interviewing one person living on the streets. That person refers the researcher to two friends who are also homeless. Those two friends each refer two more people. The sample "snowballs" from 1 person → 3 people → 7 people, growing through participant referrals.*

Summary of Sampling Methods

A table summarizing the sampling methods, along with their definitions and examples.

Method of Sampling	Definition	Example
Random Sampling	A sampling method where every item of the population has an equal chance of being selected. It is impartial and does not involve investigator control.	Drawing names from a lottery to select participants.
Stratified Sampling	The population is divided into subgroups (strata) based on distinct characteristics, and samples are selected proportionally from each subgroup.	Dividing students into Arts, Commerce, and Science groups to study academic performance.
Systematic Sampling	The population is arranged in order, and every nth item is selected to form the sample.	Selecting every 10th person from a list of 200 for a survey.
Cluster Sampling	Split large population into small groups and pick few groups and study samples from chosen group.	Selecting some schools from clusters of schools.
Quota Sampling	The population is divided into groups based on	Surveying a set percentage of people

Method of Sampling	Definition	Example
	certain characteristics, and fixed numbers are selected from each group to ensure diversity in the sample.	from different age groups.
Convenience Sampling	The investigator selects items based on convenience, often using readily accessible individuals or items.	Interviewing people at a local mall for a survey about cooking habits.
Purposive Sampling	The investigator deliberately selects a sample based on their judgment, focusing on items that are deemed most relevant to the study.	Selecting top FMCG companies like Nestle and Hindustan Unilever for a market study.
Snowball Sampling	A research method where sample is increased when existing subjects recruit by referrals.	Study about Homelessness, where a person refer to two homeless and those people then refer to more homeless people.