



STRATIFIED SAMPLING

By using well define stratum

- Where population enclose (put in), a number of distinct categories, the frame can be organized into separate "strata" Each stratum is , then sampled as an independent sub-population, out of which individual elements can be randomly selected.
- Every unit in a stratum has same chance of being selected.
- Adequate representation of minority subgroups of interest can be ensured by stratification & varying sampling fraction between strata as required.
- Dived population into well define non overlapping group or subgroup (stratum).
- Chose from each stratum No. of observation randomly (or sample size) that is proportional to its original size .
- Collect the total sample size, this will include the right proportion.

Cluster sampling

• Two types of cluster sampling methods :

- 1) One-stage sampling = All of the elements within selected clusters are included in the sample.
- 2) Two-stage sampling = A subset of element within selected clusters are randomly select selected for inclusion in the sample

• A Population is divided into clusters of homogeneous units, usually based on geographical contiguity.

• All units from the selected clusters are studied.

Multistage Sampling

• The Complex form of cluster sampling in which two or more levels of units are embedded one in the other.

For example

- 1) -First stage: a random number of districts chosen in all states.
- 2) -Followed by: a random number of villages.
- 3) -Then third stage :units will be houses



Non Propability Samplings

- Any sampling method where some elements of population have no chance of selection or
- where the probability of selection can't be accurately determined.

1. Quota sampling

- The population is first segmented into mutually exclusive-sub-groups, just as in stratified sampling.
- Then judgment, used to select subjects or units from each segment, based on a specified proportion.
- For example, an interviewer may be told to sample 200 females and 300 males between the age of 45 and 60.
- In quota sampling the selection of the sample is non-random.

The problem is that these samples may be biased because not everyone gets a chance of selection.

2. Convenience Sampling

known as grab (grasp) or opportunity sampling or accidental or haphazard sampling.

- * Involves the sample being drawn from that part of the population which is close to hand.
- That is, readily available • convenient
- The researcher using such a sample cannot scientifically make generalizations about the total population from this sample because it would not be representative enough.

3. Snowball Sampling

Existing study subjects are used to recruit more subjects into the sample

4. JUDGMENTAL OR PURPOSIVE SAMPLING

The researcher chooses the sample based on who they think would be appropriate for the study.

This is used primarily when there is a limited number of people that have expertise in the area being researched

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