

Thus proportionate sampling gives proper representation to each stratum and its statistical efficiency is very high. Therefore that is very popular.

Non Probability Sampling Methods

a) Convenience Accidental Sampling

This is a non probability sampling. It means selecting sample units in a just 'Hit and Miss' fashion. Example interviewing people whom will happen to meet. For example, a teacher may select ten students in his class. This method is also known as accidental sampling because the respondents whom the researcher meets accidentally are included in the sampling. It has some advantages.

- a) It is the cheapest and simplest method of data
- b) It does not require a list of population
- c) It does not require any statistical experience It has

some limitation also

- a) It may not yield the desirable
- b) It is not a reliable sample method

1. Purposive or Judgment Sampling

This method is deliberate selection of sampling units. It is also known as Judgment sampling. Here the chance depends upon the judgment of the researcher.

It has some merits

- 1. It is less costly and more convenient. It has demerit. It does not measure proper representation.
- 2. It requires prior information about people

2. Quota Sampling

This a form a convenience sampling involving selection of Quota groups such as ; sex, age, social class. Here each investigators may be given an assignment Quota requires and

3. Snow ball Sampling

This is a colourful name for a technique of building up a list or a sample of a special population by using an initial set of the members as informants.

MODULE IV

DATA COLLECTION

The search for answers to research questions is called collection of data. Data are facts, and other relevant materials, past and present, serving as bases for study and analyses. The data needed for social science research may be broadly classified into (a) Data pertaining to human beings, (b) Data relating to organizations and (c) Data pertaining to territorial areas.

Personal data or data related to human beings consist of (1) Demographic and socio-economic characteristics of individuals: Age, sex Race, social class religion marital status, education, occupation, income, family size, location of the house hold, life style, etc., (2) Behavioral Variables: Attitudes, opinions, awareness, Knowledge, practice, intentions, etc.

Organizational data consist of data relating to an organization's origin, ownership, objectives, resources, functions, performance and growth.

Territorial data are related to geophysical characteristics, resources endowment, population, occupational pattern, infrastructure, structure, degree of development, etc. of spatial divisions like villages, cities taluks, districts, state and the nation.

Importance of data

The data serve as the bases or raw material for analysis. Without an analysis of factual data, no specific inferences can be drawn on the questions under study. Inference based on imagination or guess work cannot provide correct answers to research questions. The relevance adequacy and reliability of data determine the quality of the findings of a study.

Data form the basis for testing the hypotheses formulated in a study. Data also provide the facts and figures required for constructing measurement scale and tables, which are analyses with statistical techniques. Inferences on the results of statistical analysis and tests of significance provide the answers to research questions. Thus, the scientific process of measurements, analysis, testing and inferences depended on the availability of relevant data and their accuracy. Hence, the importance of data for research studies.

Sources of data

The sources of data may be classified into (a) primary sources and (b) secondary sources.

Primary sources are original sources from which the researcher directly collects data that have not been previously collected. Primary data are first-hand information collected through various methods such as interviewing, mailing, observation etc. Secondary sources containing data which have been collected and compiled for another purpose. The secondary sources consists of readily available compendia and already compiled statistical statements and reports whose data may be used by researches for their studies. E.g., census reports, annual reports and financial reports. Secondary sources consist of not only published records and reports, but also unpublished records.