## **RESEARCH METHODOLOGY**

## **LECTURE-29**

## <u>Sampling</u>

Sampling may be defined as the selection of some part of an aggregate or totality on the basis of which a judgement or inference about the aggregate or totality is made. In other words, it is the process of obtaining information about an entire population by examining only a part of it. In most of the research work and surveys, the usual approach happens to be to make generalisations or to draw inferences based on samples about the parameters of population from which the samples are taken.

The researcher quite often selects only a few items from the universe for his study purposes. All this is done on the assumption that the sample data will enable him to estimate the population parameters.

The items so selected constitute what is technically called a sample, their selection process or technique is called sample design and the survey conducted on the basis of sample is described as sample survey. Sample should be truly representative of population characteristics without any bias so that I may result in valid and reliable conclusions.

## **NEED FOR SAMPLING**

Sampling is used in practice for a variety of reasons such as:

1. Sampling can save time and money. A sample study is usually less expensive than a census study and produces results at a relatively faster speed.

2. Sampling may enable more accurate measurements for a sample study is generally conducted by trained and experienced investigators.

3. Sampling remains the only way when population contains infinitely many members.

4. Sampling remains the only choice when a test involves the destruction of the item under study.

5. Sampling usually enables to estimate the sampling errors and, thus, assists in obtaining information concerning some characteristic of the population