

## **RESEARCH METHODOLOGY**

### **LECTURE-37**

#### **Quota Sampling**

The Quota Sampling is yet another non-probability sampling method wherein the population is divided into a mutually exclusive, sub-groups from which the sample items are selected on the basis of a given proportion. Simply, Quota Sampling is a form of judgment sampling technique wherein the investigator selects the sample items from the exclusive sub-groups on the basis of his knowledge and professional judgment. In this method, first of all, the quotas, i.e. a proportion in which the sample items are to be selected is set up and then within the quotas the choice of sample items depends exclusively on the investigator's judgment.

For Example, Suppose an interviewer is told to interview 250 people living in certain geographical areas. Out of which 100 males, 100 females and 50 children are to be interviewed. Within these quotas, the interviewer can select any person on the basis of his personal judgment.

The quota sampling is both economical and less time-consuming, but however there is a chance of personal prejudice or bias of the investigator that can adversely affect the credibility of the results. Such as, if the interviewer finds children insufficient to answer the questions, then he might ask their mothers to give answers on their behalf. Thus, this may tamper the results, and the purpose of research gets unfulfilled.

#### **Snowball Sampling**

The Snowball Sampling is a non-random sampling technique wherein the initial informants are approached who through their social network nominate or refer the participants that meet the eligibility criteria of the research under study. Thus, this method is also called as the referral sampling method or chain sampling method. The snowball sampling method is extensively used in the situations when the population is unknown and rare, and it is hard to select the subjects therefrom. First-of-all the initial informants (acquaintances) are contacted who further give the reference of other people whom they think will fit best for the research study, and then they are contacted to get the insights and knowledge about the research being conducted.

For example, the group of people suffering from AIDS is limited and often reluctant to disclose their disease. And in such case, if the interviewer wants to know how the life of these people have changed due to AIDS, might approach those acquaintances who can refer those individuals who can potentially contribute to the study.

In snowball sampling, the initial subject gives a link to other subject and likewise the chain of respondents gets created. Hence, the success of this method depends purely on the initial subject which gives further references.