

Non-Probability Sampling



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Sampling

- Sampling is the process of choosing the group from which you will collect data for your research.
- Measuring a small portion of something and then making a general statement about whole.
- Process of selecting a number of Units for a study in such a way that the units represent the larger group from which they are selected.

Need of sampling

- Sampling make possible the study of a large population which have different characteristics.
- Sampling saves sources of data from being all consumed
- Sampling for accuracy: Collection of Data that is appropriate for research
- Sampling for Economy: Saving Money and Resources
- Sampling for Speed: Saving of Times

Types of Sampling

- **Probability Sampling**
- **Non-Probability Sampling**

Non-Probability Sampling

- Non-probability sampling is a sampling method that involves a collection of feedback based on a researcher or statistician's sample selection capabilities and not on a fixed selection process.
- Non-probability sampling refers to the process in which, samples are selected for specific purpose with a specific purpose with a predetermined basis of selection.
- Sample is not a proportion of the population and there is no system in selecting the sample. The selection depends upon the situation.

Types of Non-Probability Sampling

- **Convenience sampling**
- **Judgmental or purposive sampling**
- **Snowball sampling**
- **Quota sampling**

Convenience sampling

- Convenience sampling is commonly known as unsystematic, accidental or opportunistic sampling. This type of sampling is selected according to the convenience of researcher/investigator.
- It is usually termed as convenience sampling because of the researcher's ease of carrying it out and getting in touch with the subjects.
- In this technique of sampling choice of sample items depends primarily on the judgement of researcher, he determines and includes those items in the sample which he thinks are most typical of the universe with regards to characteristics of Research Project.

Convenience sampling

- A type of Non Probability sampling which involves the samples being drawn from that part of the population which is close to hand. That is readily available & convenient.
- For Example: suppose 100 car owners are to be selected. Then we may collect from the RTO office the list of car owners and then make a selection of 100 from that to form the sample.
- A convenience sampling may be used in the following cases:
 - i. When Universe is not defined,
 - ii. When Sampling Unit is not clear
 - iii. When complete list of source is not available

Judgmental or purposive sampling

- These types of sampling are formed at the researcher's discretion. Researchers purely consider the purpose of the study, along with the understanding of the target audience.
- In this method of sampling the choice of sample items depends primarily on the Judgment of the researcher. This is because, researcher may lack Information regarding the population from which he has to collect the sample. Population characteristics or quality may not be known, but sample has to be selected.

Judgmental or purposive sampling

- For instance, when researchers want to understand the thought process of people interested in studying for their master's degree. The selection criteria will be: “Are you interested in doing your masters in ...?” and those who respond with a “No” are excluded from the sample.