

**B. A. Part - II - SOCIOLOGY**  
**Paper - III (Method of Social Research)**

**Topic :** Non Probability Sampling  
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**NON PROBABILITY SAMPLING**

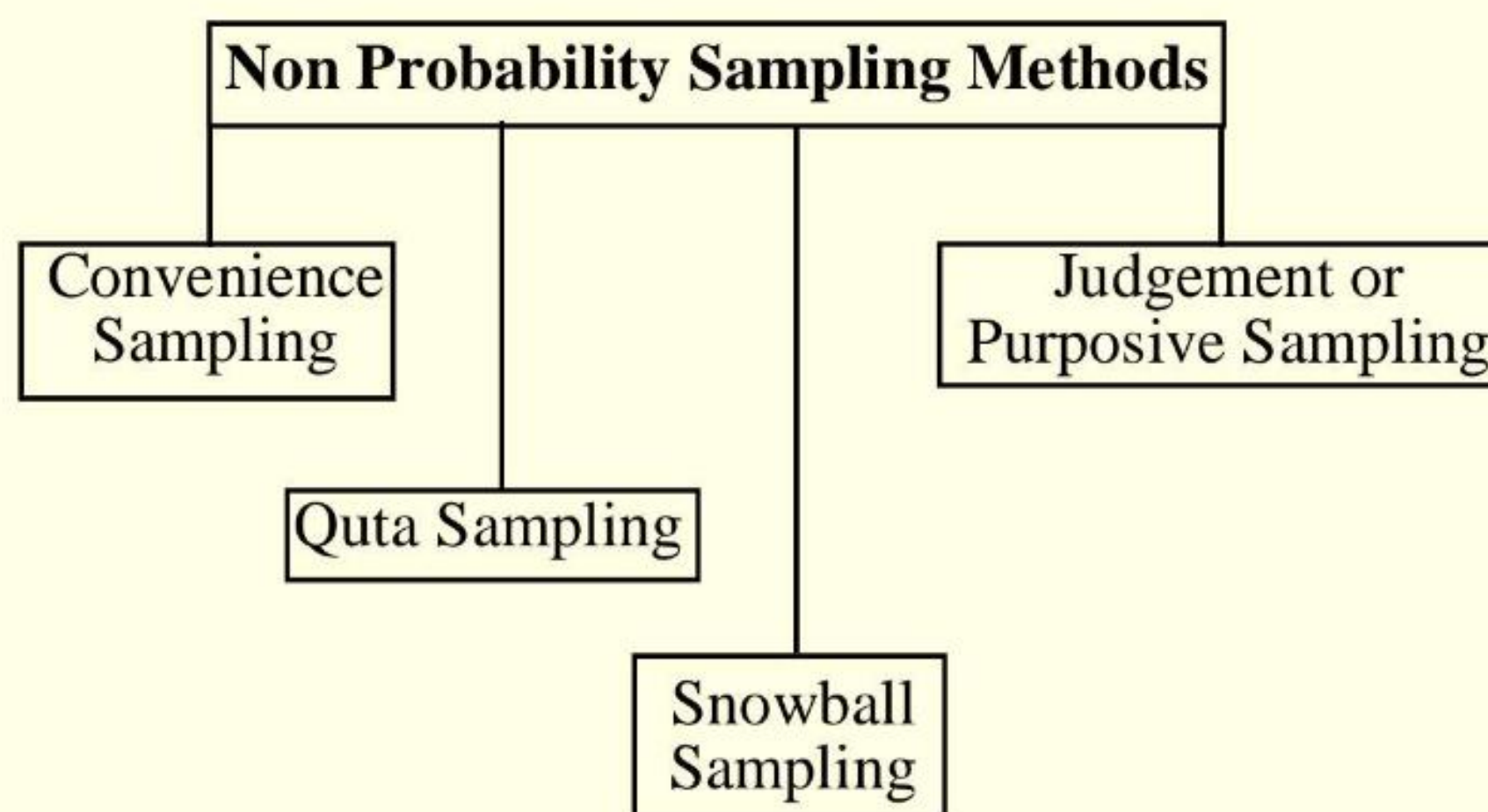
When we conduct research about a group of people, it's rarely possible to collect data from every person in that group. Instead we select a sample. The sample is the group of individuals who will actually participate in the research.

The selected sample must be representative of the population being studied because normally sociologists wish to generalise. It is also important to find a sampling frame (a list of people who may potentially take part in a survey) which is representative of the population being studied.

● **There are two types of sampling methods :**

- (1) **Probability Sampling :** This sampling involves random selection, allowing you to make statistical inferences about the whole group.
- (2) **Non – Probability Sampling :** This sampling involves non random selection based on convenience or other criteria, allowing you to easily collect initial data.

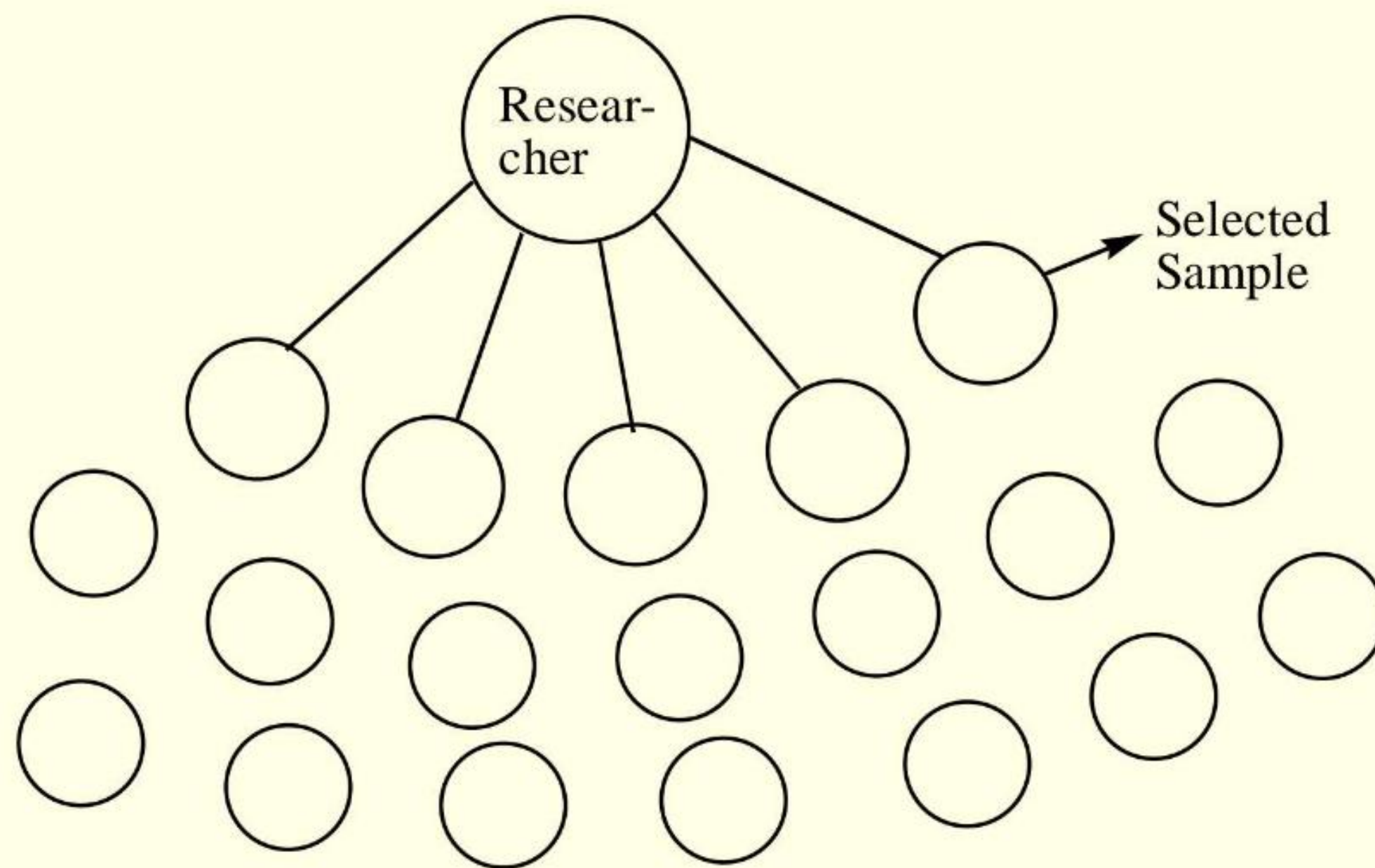
There is no specific chance of an individual to be a part of the sample. All the individuals of the universe are not given an equal chance to be a part of the sample. Therefore, the conclusion drawn by the sample cannot be inferred from the sample to the whole population.



- (1) **Convenience Sampling :** In convenience sampling, the researcher selects those units from the population which are accessible to the researcher. This is an easy and inexpensive way to gather initial data, but there is no way to tell if the sample is representative of the population, so it can't produce generalizable results.

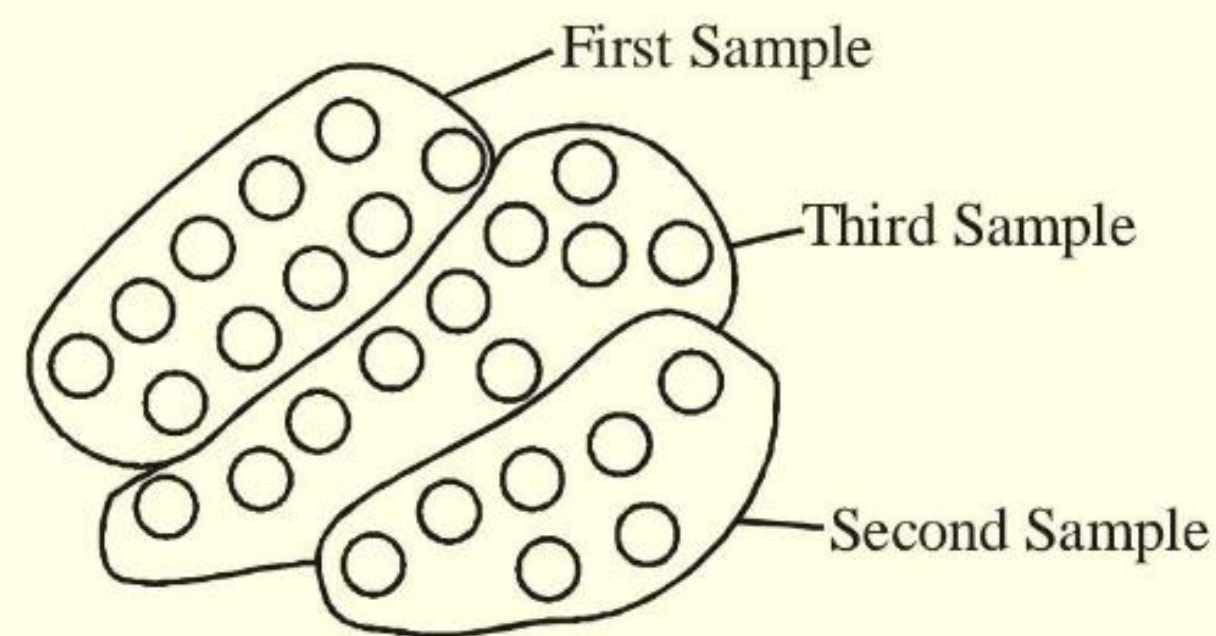
This technique is considered easiest, cheapest and least time consuming.





- **Consecutive Sampling :** This is a type of convenience sampling. The researcher picks a sample and conduct research over a period of time, collect results, and then moves on to another sample.

*For Example :*



The sampling technique gives the researcher a chance to work with multiple samples to fine tune his/her research work to collect vital research in sights.

- (2) **Quota Sampling :** In quota sampling the researcher ensures equal or proportionate representation of subjects depending on which trait is considered as basis of the quota. The bases of the quota are usually age, gender, education, race, religion and socioeconomic status.

*For Example :*

If basis of the quota is socioeconomic status and the researcher needs equal representation of each quota.

Sample Size	→	200
Upper Class – Elite	→	40
Upper Middle Class	→	40
Lower Middle Class	→	40
Working Class	→	40
Poor	→	40



- (3) **Judgment or Purposive Sampling** : This type of sampling involves the researcher using their judgment to select a sample that is most useful to the purposes of the research.

**A/C to Jensen** : “Purposive selection denotes the method of selecting a number of groups of units in such a way that the selected groups together yield as nearly as possible the same averages or proportions as the totality with respect to those characteristics which are already a matter of statistical knowledge”.

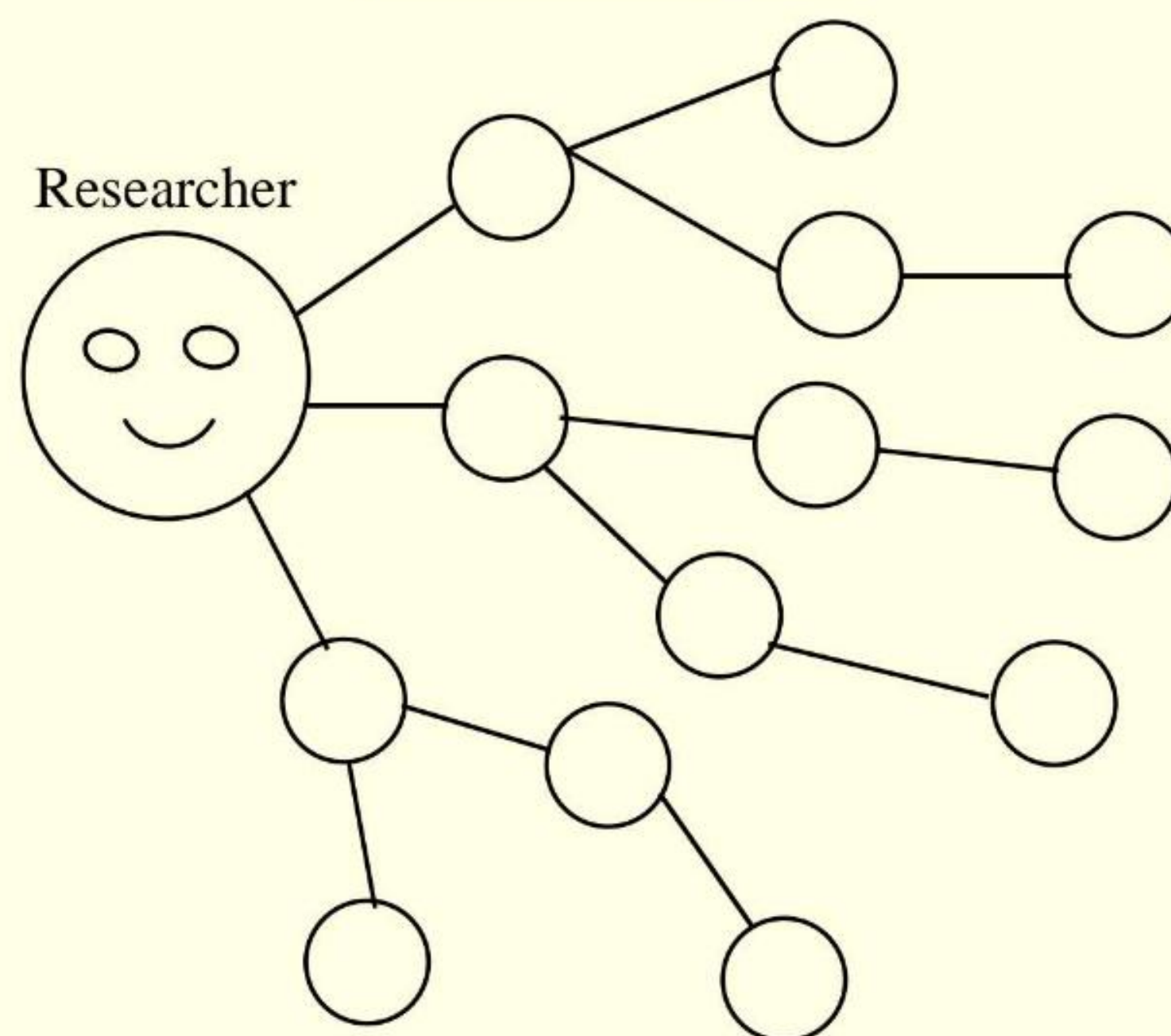
It is often used in qualitative research, where the researcher wants to gain detailed knowledge about a specific phenomenon rather than make statistical inferences . An effective purposive sample must have clear criteria and rationale for inclusion .

*For Example :*

You want to know more about the opinions and experiences of disabled students of your Patna University, so you purposefully select of number of students with different support needs in order to gather a varied range of data on their experiences with student services.

- (4) **Snowball Sampling** : If the population is hard to access, snowball sampling can be used to recruit participants via other participants. The number of people you have access to ‘Snowballs’ as you get in contact with more people.

#### **Snowball Sampling**



So, To draw valid conclusions from your results, you have to carefully decide you will select a sample that is representative of the group as a whole.

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