



**SEMESTER-V  
PUBLIC OPINION AND SURVEY  
RESEARCH  
APPLS-503/SEC-3**

**PRESENTED BY  
MRITYUNJOY PANDA  
SACT  
DEPT. OF POLITICAL SCIENCE  
SALTORA NETAJI CENTENARY  
COLLEGE**



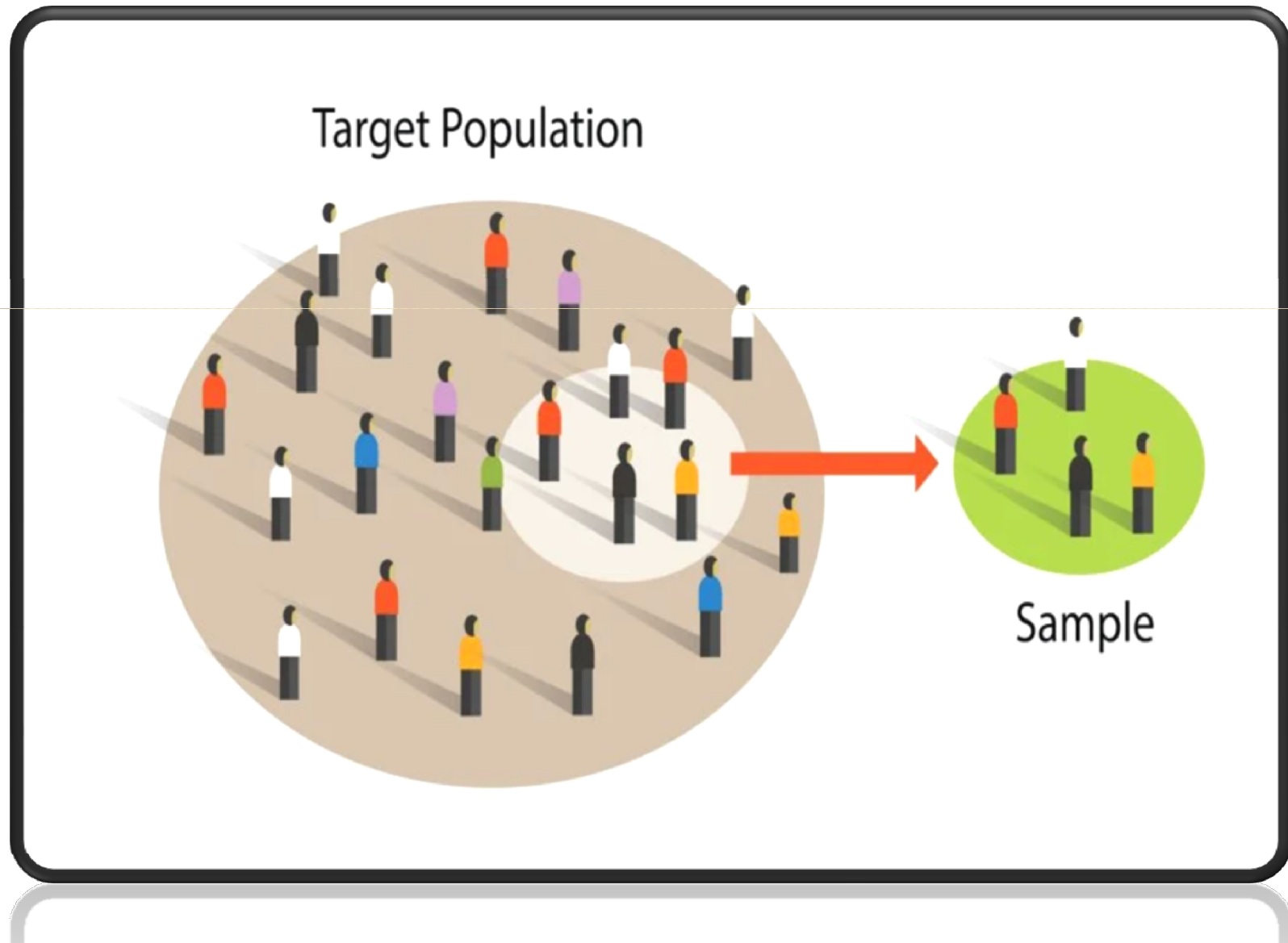
# TOPIC SAMPLING

- What is Sampling
- Why we need Sampling
- Types of sampling

# What is sampling

- ❖ Sampling is the process of selecting participants from the population.
- ❖ Sampling refers to the process used to select any number of persons to represent the population according to some rules or plan on basis of some elected measures.
- ❖ In general statistic and survey methodology, sampling is basically concerned with the selection of a subset of individual from within a statistical population to estimate the characteristics of the whole population.

# The concept of Sample



# Why are sample used in research

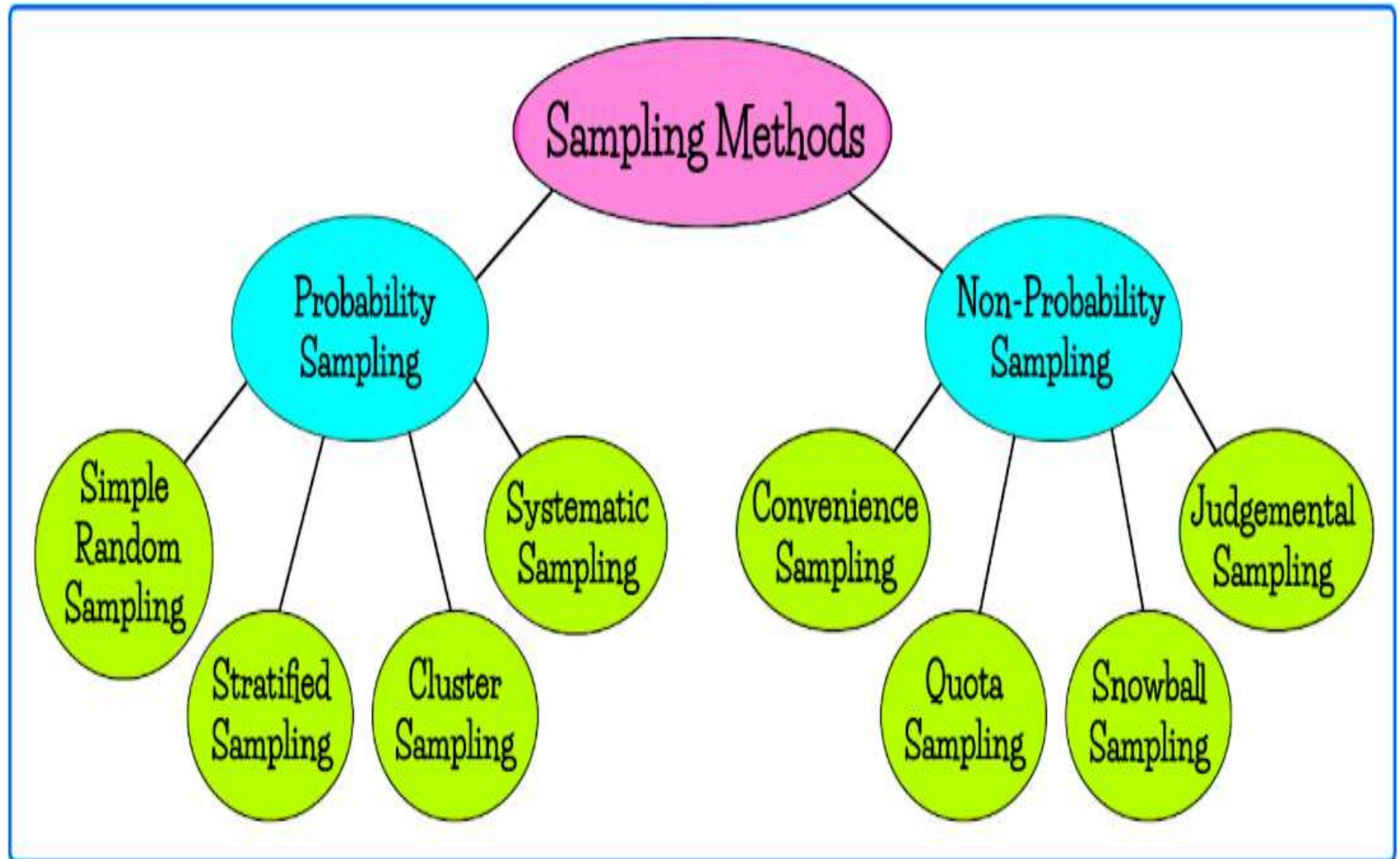
- Samples are used to make inferences about populations.
- Samples are easier to collect data from because they are practical, cost-effective, convenient, and manageable.
- Sampling is done because you usually cannot gather data from the entire population.
- Sampling can reduce the cost and time required to collect data



# SAMPLING PROCEDURE

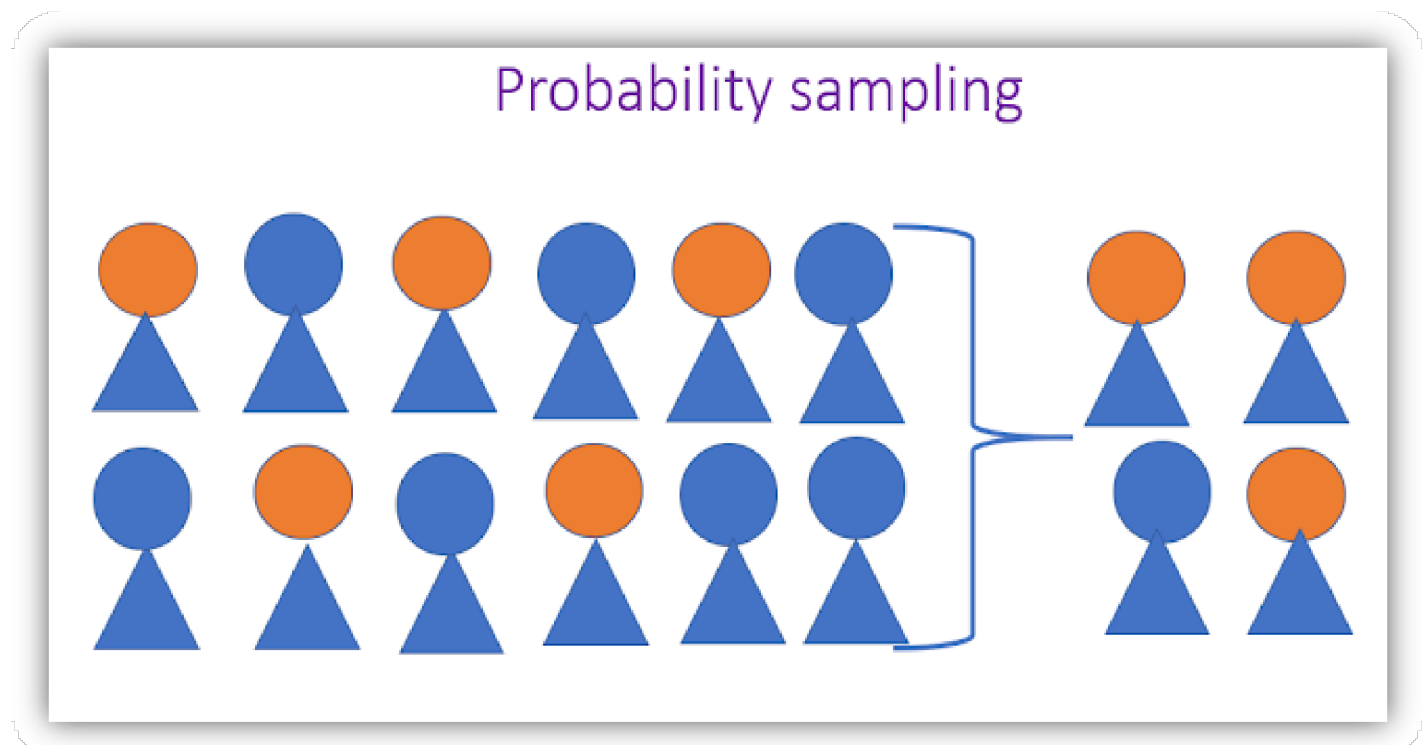
- ▣ The sampling process comprises several stages:
  - Defining the population of concern
  - Specifying a sampling frame, a set of items or events possible to measure
  - Specifying a sampling method for selecting items or events from the frame
  - Determining the sample size
  - Implementing the sampling plan
  - Sampling and data collecting
  - Reviewing the sampling process

# TYPES OF SAMPLING



# PROBABILITY SAMPLING

- Probability sampling is a technique in which the researcher chooses samples from a larger population using a method based on probability theory. For a participant to be considered as a probability sample, he/she must be selected using a random selection.

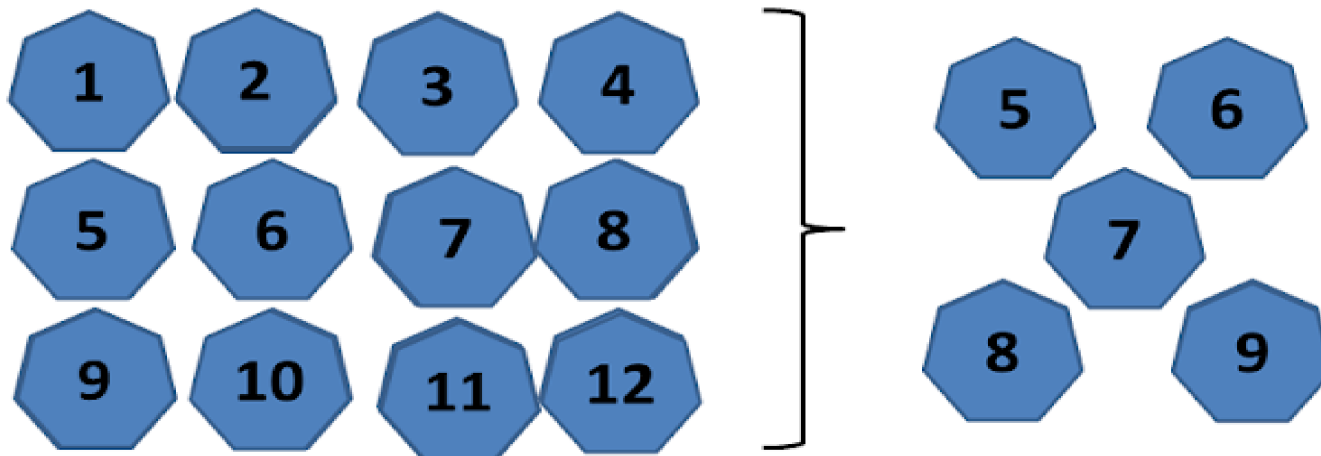




# NON-PROBABILITY SAMPLING

- Non-probability sampling is defined as a sampling technique in which the researcher selects samples based on the subjective judgment of the researcher rather than random selection. It is a less stringent method. This sampling method depends heavily on the expertise of the researchers. It is carried out by observation, and researchers use it widely for qualitative research.

## Non-probability Sampling



# Reference

- Research Methodology: Methods and Techniques- C.R. KOTHARI
- Research Methodology: Step by step guide for beginners- Ranjit Kumar
- <https://www.questionpro.com/blog/types-of-interviews/>
- <https://www.scribbr.com/methodology/interviews-research/>
- <https://research-methodology.net/research-methods/qualitative-research/interviews/>
- সামাজিক গবেষণা: অমিত ভৌমিক
- গবেষণা পদ্ধতি ও রাশিবিজ্ঞানের কৌশল- ডঃ দেবাশিষ পাল



**THANK YOU  
FOR YOUR ATTENTION**