CHAPTER # 05

Sampling

Lecture no: 12

In today's lecture we will go through the following points.

- *Sampling*
- *Universe*
- *Other related concepts*

SAMPLING

A sub set of universe which represents the whole universe is called sample, and the technique used, to draw a sample from the universe is called sampling.

Or the segment of population which is selected for investigation is known as sample.

Ray and Mondal defines sampling, that sample is any number of persons, units or objects selected to represent the population according to some rule and plan.

Sample while representing the entire population has all qualities of the universe, that is why the result is generalized to the entire population.

Two main reasons for drawing sample from the universe

1) *To save money, energy and time*
2) *To avail accuracy*

Two conditions for selecting a sample

1) *The sample should not be too small which may not represent the universe and not very large where major portion become the part of sample.*
2) *The sample should have the characteristics of the universe.*

UNIVERSE OR POPULATION

The aggregate of individuals having the same characteristics is known as universe. Or the targeted area for conducting a research study is termed as universe or population.

Types of universe

1) ***Finite universe***

A population is said to be finite, which consists of a limited number of elements, that can be counted, such as the number of students in sociology department etc

2) Infinite universe

The universe where the number of elements or cases are uncountable is termed as infinite universe. Such as the number of fish in the river or stars in the sky etc.

Sampling ratio

The ratio of the size of the sample and the entire population is called sampling ratio. i.e. 300:50000

Sampling frame

A list of cases in the population is called sampling frame.

Sampling error

The variation between the sample result and social reality.

Parameter

The character of the entire population that is estimated from a sample is known as parameter.

THE END