

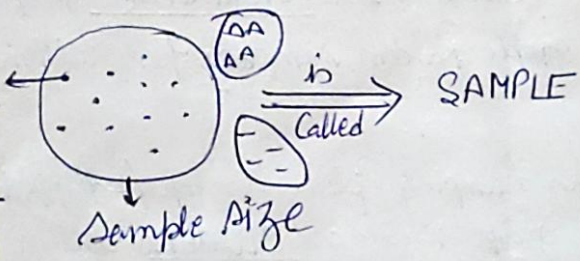
SAMPLING Techniques in Geographical Studies

It is a process of Selecting SAMPLES from a group of population to detect any unknown piece of information for estimating & predicting outcome/Result/Findings of the problem of particular region. SAMPLE is a Sub-unit of the Sampling process involved in the Research work.

It is based on the 'Sample Size' and each unit of sample is called SAMPLING UNIT. maybe chosen based on different parameters

- Based on experience → to reduce risk of errors.
- Using a Confidence level → for larger confidence larger will be the sample size.
- etc

The process is called SAMPLING.



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Advantage & Disadvantage

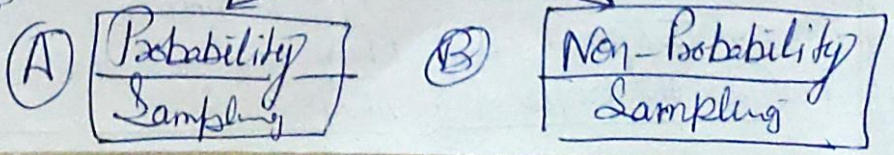
- It Save the Cost & Human Resource during the Research Work in the LARGE AREA.
- Detailed Fieldwork is to be Complemented through Sampling.
- Sampling process only enables a researcher to make estimation or prediction about the actual situation instead of finding the Real Truth. It means there is some possibility of ERROR during the selection process.

SNOWBALL SAMPLING → It is conducted in steps which begins small but becomes bigger & bigger, particularly useful in deviant studies. and Subcultures (drug addicts, Refugees, war widows etc). The separate characteristics are identified and interviewed. These informants to identify others who qualify for inclusion in the sample.

(1) → a few persons having the separate characteristics are identified and interviewed. These informants to identify others who qualify for inclusion in the sample.

(2) → includes interviewing these persons who in turn lead to still more people who can be interviewed in the 3rd stage etc.

Broadly divided into 2 types based on the PROBABILITY of sampling



A Probability Sampling

→ **RANDOM sampling** → In this type of sampling, each person in the universe has an equal probability of being chosen for sample due to Homogeneity. It is sampling without any Replacement.

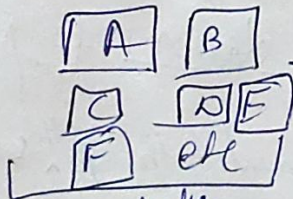
→ **Systematic** → In this, we selecting every element in the sampling frame, making more practical involving less work with and more information with reduce errors. The more complex the method, the greater errors can be identified.

→ **Stratified Random Sampling** → It is obtained by separating the ~~pop~~ sample elements into OVERLAPPING groups called STRATA, & then selecting a simple Random sampling from within each stratum.

especially in market research

(due to multitude of factors)

→ **Cluster Sampling** → In this sampling plan, the total (pop^n) is divided into groups known as CLUSTERS and a simple Random sampling of the group is selected. The element in each cluster are then sampled. It saves time & money but it creates errors



→ Sample **(B) (C)** cluster

B Non-Probability Sampling

This type of sampling doesn't claim that a sample is representative. It is less complicated, less expensive and can be done at spur of the moment →

→ **Convenience Sampling** → The Researcher chooses the closest living people as ^{high} respondents.

→ **Quota Sampling** → Stratified sampling with added requirement of the each stratum has the same proportion of representation. (60% women, 40% B/P) etc.

→ **Dimensional Sampling** → It is multidimensional form of quota sampling in which one has to specify all dimensions (variables) of interest.

→ **Purposive Sampling** → In this type of sampling, the Researcher uses his own judgement about, which respondent to choose & those who fitted best for the purpose of the study.