# SAMPLING METHOGS

## Probability Sampling Method

## Non-probability Method

### Simple Random Sampling

Every member of the population has an equal chance of being selected.

### Convenience Sample

It includes the individuals who are most accessible to the researcher.

### Systematic Sampling

Individuals of the population are chosen at regular intervals. It is easier to conduct than simple random method.

### Voluntary Response

Here people volunteer themselves, instead of researchers choosing individuals.

### Stratified Sampling

When the population shows mixed character then this method is use. The population divides into subgroups.

### Purposive Sampling

Researchers use judgements to select a sample that is most useful for research.

### Cluster Sampling

Instead of sampling individuals from subgroups, the subgroups are randomly selected.

### Snowball Sampling

In this sampling, the number of people who have access to "snowballs" as you come in contact with more people.