

## Different types of Sampling

A Sample is a subset of individuals from a larger population. Probability Sampling means that every member of the target population has a known chance of being included in the sample. Probability Sampling methods include Simple random Sampling.

### Types of Sampling method

Probability Sampling is a technique where researcher set a selection of few criteria and choose of a population randomly. All the members have an equal opportunity to be a part of sample with this selection parameter.

ex - Simple Random Sampling

Cluster Sampling

Systematic Sampling

Stratified Random Sampling

# Non Probability Sampling

The Researcher choose member for research at random. This sampling method is not a fixed process. This makes it difficult for all element of a population to have equal opportunity to be included in a sample.

Process. This makes it difficult for all element of a population to have equal opportunity to be included in a sample.

Example -

- Convenience Sampling
- Judgemental Sampling
- Snowball Sampling
- Quota Sampling