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Role of Sampling Method in Research Methodology

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Introduction: The way in which we select a sample of individuals to be research participants is critical. How we select participants (random sampling) will determine the population to which we may generalize our research findings. The procedure that we use for assigning participants to different treatment conditions (random Assignment) will determine whether bias exists in our treatment groups (Are the groups equal on all Known and unknown factors?). We address sampling in this paper. If we do a poor job at the sampling stage of the research process, the integrity of the entire project is at risk. If we are interested in the effect of TV violence on children which children are we going to observe? Where do they come from? How many? How will they be selected? These are important questions. Each of the sampling techniques (types) described in this paper.

Objectives of the study:

1. To study the nature of sampling in research Methods.
2. To study the most useful types of sampling.

Research Methodology: The study based on secondary source of data. The main source of data is various statistics and research methodology's books.

Research Definition: "Scientific research is systematic, controlled, empirical, and critical investigation of natural phenomena guided by theory and hypotheses about the presumed relations among such phenomena" –Kerlinger.

Research is an organized and systematic way of finding answers to questions.

Sampling Definition: Sampling is the selection of a subset (a statistical sample) of individuals from within a statistical population to estimate characteristics of the whole population.

A sampling is "a smaller (but hopefully representative) collection of units from a population used to determine truths about that population.

Principles of good sampling:

1) **Law of statistical regularity:** L. R. Conner states that "The law of statistical regularity lies down that a group of objects chosen at random from a particular group tends to possess characteristics of that group (universe)". The principle of statistical regularity is based on the statistical theory of probability. The law of statistical regularity lays down that a moderately large number of items chosen at random from a large group are almost sure on the average to possess the characteristic of the large group. Statistical observation that any anomaly can be discovered by