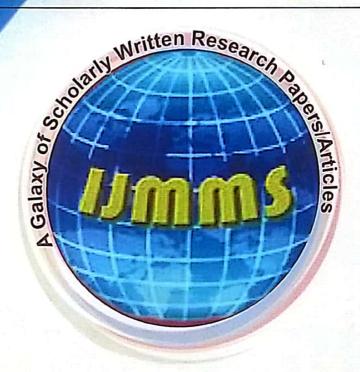
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29	A Study of Agri-Tourism in Maharashtra	Dr. B. A. Waykar	149-154
30	The Challenges of Qualitative Research	Dr. Dipali More	155-157
31	Role of Sampling Method in Research Methodology	¹ Gholap K.S. ² Dr. Desai V.R. ³ Dr. Lamdade B.B.	158-162
	Complements for a	⁴ Ganesh Shelke	Palensa Pa
32	Social Science Research in India: Basic Challenges	¹ Dr. Shrikant Fulsundar ² Dr. Harshad Laxman Jadhav	163-166
33	MGNREGA: It's Implication in India: A Overview	Dr.Langade Sunil Sambhaji	167-171
34	RESEARCH METHOD, METHODOLOGY;NUT & BOLT	Dr.R.R.Borude	172-174
35	META-ANALYSIS IN PSYCHOLOGICAL RESEARCH	Satish Surye	175-176
36	The Advantages of the Qualitative Research	Dr. Bhagyashree Athawale	177-180
37	Recent Trends in Systematic Study and Training of Sports Behaviour	Bedarkar P. Chandrakant	181-183
38	Factorial Design:	Walke S. B.	184-188
39	Emotional Intelligence and Mental Health of The Gender Study	Dr. Dilip Shivane	189-197
40	Anger and Emotional Intelligence among post graduate students	Kaustubh V. Yadav	198-204
41	Sources of Error in Application of Statistical Methods in Various Research Objectives- A Theoretical Description	¹ Dr. Vishal Ghule ² UmaimaLokhandwala	205-207
42	Ethical Issues in Behavioral sciences research	Dr. Walke S. B. ¹ Dr. Paneru U. P. ²	208-211
43	Personality differences in Closed Prison Inmates and Non-Inmates	Jadhav G. G. ¹ Jadhav K. M. ² Mundada N. D. ³	212-216
44	Comparative Study of Emotional Intelligence of Deaf and Hard of Hearing Children	Anil Paraste ¹ Prof. S.K. Paul ² Himani Upadhaya ³	217-221
45	Study of Child Health in relation with Mothers Personality	¹ Parate Prem ² Bedarkar Pritamkumar	222-226

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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 bases on the statistical theory of probability. the law of statistical regularity lays down that a moderately large number of items chosen at random form 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

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