Non probability Sampling

Non-probability sampling is a sampling technique where the samples are gathered in a process that does not give all the individuals in the population equal chances of being selected. Non Probability Sampling is any sampling method where some elements of the population have no chance of selection (these are sometimes referred to as 'out of coverage'/'under covered'), or where the probability of selection can't be accurately determined. It involves the selection of elements based on assumptions regarding the population of interest, which forms the criteria for selection. Hence, because the selection of elements is nonrandom, nonprobability sampling does not allow the estimation of sampling errors. These conditions give rise to exclusion bias, placing limits on how much information a sample can provide about the population. Information about the relationship between sample and population is limited, making it difficult to extrapolate from the sample to the population.

Following are the main methods of non-random sampling:	
(1) Judgment Sampling/Purposive samplinig	• Under this method, the choice of sample items depends exclusively on the judgment of the investigator. • On the basis of his own choice, he tries to select the best representative of the whole population. • It is **also known as Purposive and Deliberate Sampling**. • For example: • If a music teacher has to select five students from his school for participation in inter-school competition. She cannot use random sampling method. • In this case, she will use her own judgment to select those five students from a big lot. • **Merits**: 1. Useful where the personal judgment of the investigator is important. 2. Where the small-sized sample is to be drawn. 3. Where some characteristics are to be observed in detail. • **Demerits**: 1. Not based on probability, it doesn’t guarantee accuracy.

	2. Selection of items may be affected by personal bias or prejudice.
(2) Quota Sampling	• Under this method, the items of the population are subdivided into various groups and then a quota (number of items to be selected from each sub-group) is fixed. • But, within the given quota, selection of sample units depends upon the personal judgment of the investigator. So, this is a kind of Judgment Sampling only. • For example: • In a survey of Reliance Jio network users, the interviewers may be told to interview 100 people living in a certain area. • Out of those 100, 60% of the interviewed are to be working people, 30% should be students, and others to be 10%. • Within these quotas, the interviewer is free to select the people to be interviewed. • **Merits**: 1. Provides satisfactory results if Quotas are allocated objectively. 2. Each part of the population gets representation. 3. Satisfactory results are expected. • **Demerits**: 1. This method is subject to personal bias. 2. Proves useful only if Interviewers are properly trained.
(3) Convenience Sampling	• Under this method, while selecting the sample units, the investigator gives special attention to his convenience. • For example: • To estimate the average height of an Indian, the investigator (belonging to Delhi) can take a convenience sample from the Delhi State only and estimate the average height of an Indian.

	• This method of selecting the sample is also called 'Chunk'. • **Merits**: 1. Useful when the universe is not properly defined. 2. The economy of time, money and efforts. • **Demerits**: 1. Sample items may not truly represent the universe. 2. Results obtained are often less reliable.
4. Snowball sampling	• Snowball sampling is usually done when there is a very small population size. In this type of • sampling, the researcher asks the initial subject to identify another potential subject who also meets • The criteria of the research. The downside of using a snowball sample is that it is hardly representative of the population
5.Self selection	• Self-selection is perhaps self-explanatory. Respondents themselves decide that they would like to take part of our survey.