e-BULETIN
JSKM

Cabaran Wanita

Muniroh Hamat

Antara Menarik di Dalam

- Generate e-Certificates with Autocrat
- Symbolab Matrices
- JJCM Hatyai
- Jika Diri Diuji
- Tentang Kamu
- Pengurusan Rekod
- Musafir Haji
- Wira Sejati

Edisi April 2023

SAMPLING TERMINOLOGY

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Basic Terminologies used in Sampling

POPULATION

Population is the total entity of people upon which you want to generalize your research. In research, population size is denoted by uppercase letter "N".

SAMPLE

A sample is a part of the population that is drawn from the population. It makes the collection of data and its analysis easy and feasible. Sample size is denoted by lowercase letter "n".

SAMPLE SIZE

The size of the total samples to be taken constitutes the sample size. This is the collection of all the samples taken. Sample size can vary on the following factors: size of the population, variability on the population and required level of accuracy.

UNIT

Each component of the population being studied is known as a unit of the population. Some or many of these units are chosen as samples for further analysis and deduction.

SAMPLE FRAME

The list of people from whom you draw your sample, such as a phone book or 'people shopping in town today', may well be less than the entire population and is called a sample frame. This must be representative of the population otherwise bias will be introduced. The sample frame must be representative of the whole population.

SAMPLING ERROR

The error that occurs because the samples are not the true representatives of the population is known as Sampling Error.

PROBABILITY SAMPLING

In this type of sampling, there is a known probability of each member of the population of being selected in the sample. When population is highly homogenous, there are high chances of each member of being selected in a sample.

NON-PROBABILITY SAMPLING

These techniques do not focus on the equal chances of getting selected. They focus on certain traits/characteristics of the items and select them if they fall in such categories.

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                                          ┌──────────────────┐
                                       ┌──│  Simple Random   │
                                       │  └──────────────────┘
                                       │  ┌──────────────────┐
                                       ├──│    Systematic    │
                  ┌─────────────────────┐│  └──────────────────┘
               ┌──│ Probability Sampling├┤  ┌──────────────────┐
               │  └─────────────────────┘├──│    Stratified    │
               │                         │  └──────────────────┘
               │                         │  ┌──────────────────┐
 ┌───────────────┐                       └──│     Cluster      │
 │Sampling Method│                          └──────────────────┘
 └───────────────┘                          ┌──────────────────┐
               │                         ┌──│   Convenience    │
               │  ┌─────────────────────┐│  └──────────────────┘
               │  │Non - Probablility   ││  ┌──────────────────┐
               └──│     Sampling        ├┤──│      Quota       │
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                                         └──│     Snowball     │
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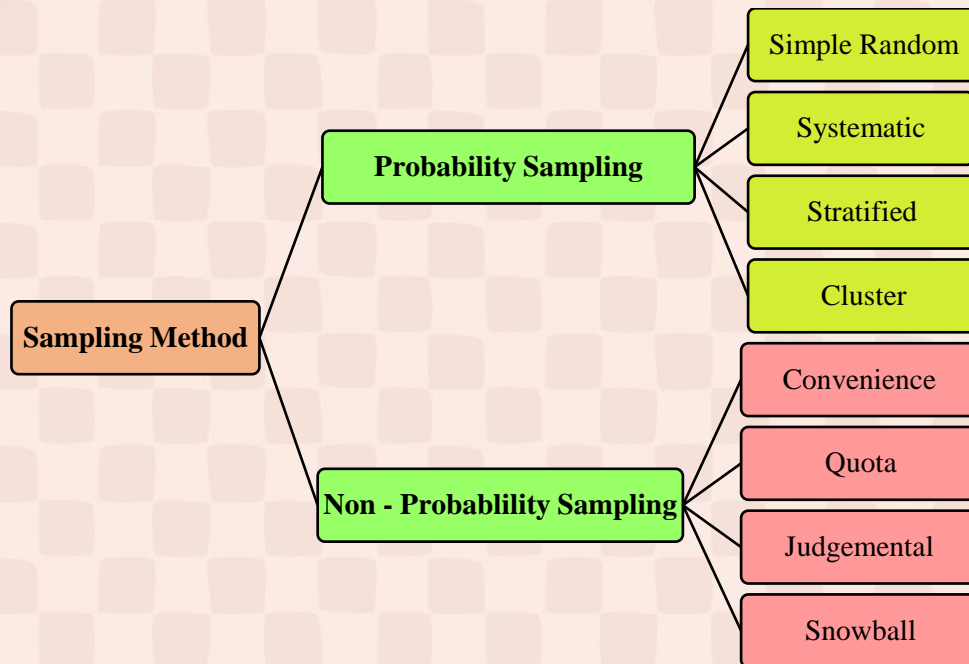
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