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Descriptive Study on Sampling Method: Qualitative Research Approaches

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Abstract

The random sampling techniques used for quantitative studies are hardly applicable for qualitative research. Random sampling is not appropriate for qualitative studies as no issues are solved related to human behavior. In this article, the differences between quantitative and qualitative approaches are explained. The three categories Convenience, Theoretical and judgment of naturalistic sampling are considered and described in a wider way. Qualitative approaches are also important as quantitative approaches. Draw a broad outline between methods of qualitative and quantitative. The researcher chooses the most appropriate methodology. Knowledge related to human behavior enhanced and solves the problem. Qualitative research is an interactive process. Specific knowledge of each approach is required to implement the suitable methodology. To understand and explain the concepts of qualitative research, explain what they are doing, why they are doing, explain how they gather the standards related to scientific stringency. Learning with effort and experience related to real-life determine the success of the research method. Qualitative research develops thinking in subjectivity. Depend on a person's interpretation. Investigates relationship quality as well as solves problems. Qualitative research provides all solutions to those problems which cannot be possible to convert into numbers. Tools of the Qualitative approach consider depth interview, survey chat via web and communities.

Keywords: qualitative sampling, quantitative sampling, researcher, grounded theory, human behavior etc.

Introduction

Major qualities of qualitative research are - Naturalistic inquiry, Data Analysis and generate narrative descriptions. The qualitative research method has escalation among researchers. The first step is to select and decide the strategy of qualitative sampling by the qualitative researcher. The contribution of a sampling technique qualitative approach to health care research is increasingly recognized by clinicians as well as academics. Too provides valuable care in many aspects. Actualize illness, experience and team of care delivery. Qualitative sampling techniques are more affordable. All qualitative research designs - Convenience sampling, judgment sampling and theoretical sampling have importance in the field of research. Describe the internal feelings, emotions and experiences. During the survey, information was collected in the non-numerical form in this method. The importance of qualitative sampling approaches cannot be ignored in the field of research. The learner becomes more interactive and skilled.

Objectives of the Study

- To understand and become an expert in the qualitative methods.
- The primary objective of qualitative research is to build theory and solve the problem in the research world.
- To provide a broad outline between different approaches.
- To describe manifest design with central idea, data and analysis method.
- To Explore lived Experiences.
- To discover patterns in behavior phenomena.

Research Methodology

The exploratory methodology is used for conducting the research which mainly includes qualitative data about the research. The study is mainly emphasis on conceptual learning of the research topic.

Review of Literature

1. The concept of the qualitative research method came into existence in 1945. Paul Felix Lazarsfeld, The father of qualitative research pointed out that how psychology provided a framework to interpret the behavior of humans. Stress on the importance of question 'WHY?' Introduce group discussion and interview method to the world. During the 1960 and '70s, speech bubbles, as well as sentence completion, began which heat up as a debate in 'qual vs quant ' which leads to the establishment of Qualitative research.
2. Through Qualitative research, the Researcher was allowed to use a stockpile of techniques to catechize the effects of events related to the future. To learn and understand future actions and behavior.
3. Charmaz, 2006, 2014; Corbin & Strauss, 2008, 2015 stated that Grounded theory is considered a flexible method for understanding the process of social by developed substantive theory. Traditionally based on interview data and minimum on document information, it prominence on analysis of emergent and constant comparison which implicated for sampling methods.
4. According to Patton (patton, 2015), Teddies & Yu,2007 , Purposive and purposeful sampling are the same. Under purposeful sampling, Information with rich cases considered for the core study. The researcher learned to tackle the main problems which lead to the purpose of the inquiry.

Quantitative Sampling

The most important step in the research project is to select a study sample. The objective of quantitative sampling is to draw a sample from a population and the sample represents the entire population. The Generalization can be done after studying the sample results of the population. As per Aim, The Suitable method selects for the study. On the other hand, No guarantee of a representative sample when less stiff methods are selected for the study. Under Quantitative sampling, various sample types are included such as simple random, systematic, stratified and cluster samples. The aim of quantitative sampling is to select such a sample from the population which resembles the given population.

Types of Quantitative Sampling

Simple Random-Under probability sampling, The most common approach is simple random sampling. Simple random sampling is unbiased. This is a technique in which each and every item has an even or equal chance of being selected. As a Method of Chance, the selection of items purely depends on luck. The researcher selects items from the sampling frame randomly.

Systematic- Under systematic sampling, select every kth item from the sampling frame. By the desired sample size, Requires to Calculate the sampling intervals by dividing the entire population size. Systematic Sampling is simple and convenient. Systematic sampling formula- N/n .

Stratified- In the stratified method, divide the whole population into homogenous groups known as strata. Subgroups are created. From each subgroup selection of items can be done randomly. Stratification gives minimum error in estimation when measurements within strata have lower SD (standard deviation). Stratified Random sampling= $(\text{Total sample size} / \text{Entire population}) * \text{population of subgroups}$.

Cluster- Under this sampling, the Selection of clusters can be done randomly at an initial stage. After that selects items from the selected clusters. Mostly applicable and useful in the case of a large population (geographically dispersed). The requirement of cluster sampling is cluster elements are heterogeneous as well as each cluster must be representative of the population entirely.

To achieve the key goal of Quantitative sampling which is generalizability, Requires each item of the population gets an equal chance of selection. The results of the study explain a group larger than the sample from which. the findings generated. To estimate sampling error requires selecting a random selection method and drawing a sample that clarifies how closely the sample represents the entire population (large).

Comparison between Quantitative Approaches and Qualitative Approaches.

Quantitative Approach	Qualitative Approach
Deals with numbers and statistics.	Deals with words and meanings.
Objective Approach	Subjective Approach
The quantitative approach is using a huge amount of mathematical calculations as well as statistical tools.	The qualitative approach is using plot graphs which are applicable in the sampling field.
In this method, To synthesize the data Deductive Reasoning is useful.	In this method, To synthesize the data Inductive Reasoning is useful.
Under the Quantitative approach, No Process-oriented interrogation includes.	The qualitative approach considers process-oriented interrogation.
Data is measurable.	Data is not measurable. It includes verbal data.
To test a theory or hypothesis - Quantitative research is used	To Understand concepts and experiences- Qualitative Research is used.
Format of Question-close ended.	Format of Question-ended.

Qualitative Sampling

This Research is originated from sociology and psychology. Qualitative Research is useful to learn concepts, human behavior, attitudes and experiences. The qualitative approach is an exploratory research method. Under this research, exploratory research is used when the problem is not defined plainly. Qualitative research is a science that includes an investigation. Through investigation, Collects proofs, look for answers to a question that provides certain findings that are applicable beyond the edge of the study. Qualitative research is positively effective in finding particular information in regards to the opinion, values, human behavior of the given population. Qualitative research explores attitude which is a cornerstone. In this research, attitude is a mental and emotional state which holds the fact. Under Qualitative research. The various researches are included which helps in achieving objectives

and understand application like Ethnographic Research-Focus on the study of human society (different people acts in different cultures), Ethical inquiry Research- To understand and develop the sense of what is right and what is wrong a per given situation, Foundation-Under this type of Research, understand learning power of different age group people, Historical Research (recent attitude based on his past experiences) and phenomenology research (identify how different individual perceive different experiences)are included.

Sampling in Qualitative Research

Convenience sampling - Convenience sampling is simple to implement. Gather useful information. In random sampling techniques, requires more formal access regards to the study of the population. The researcher adopted the convenience sampling method to collects data conveniently by the easy availability of the respondents. Respondents are the persons which provide the information. Respondent replies to the Investigator. Information stored for further research.

Advantages of convenience sampling:

- Data collected in a short time.
- The methodology is economical.
- Environmental Research.
- Affordable
- Reluctantly available sample.
- follow fewer Rules.

To efficiently analyze data of convenience sampling:

- To produce reliable results, take multiple samples for study.
- Conduct the survey repeatedly
- In Case of the huge amount of data(sample), Compare the findings of the first half of the data with the rest of the half data and Cross verify,

Judgment sampling - Judgment sampling is commonly called authoritative sampling. In the Judgment sampling technique, sample units are selected on the basis of the Researcher's knowledge, experience, skills and perspective. Accurate results were obtained in this sampling method. The chance of error is minimum. Knowledge of the researcher plays important role in this type of sampling technique. The researcher selects sample units carefully. Researchers select a judgment sampling technique when other sampling methods take more time and restricted units present in the given population. The confidence of the Researcher plays a vital role in judgment sampling.

Advantages of Judgment sampling:

- Time saver for execution.
- No criteria for Selection of the sample.
- Based on the researcher's knowledge, experience and gives immediate results.
- Respondents are approachable directly.

Theoretical sampling- In theoretical sampling. The focus of the researcher is to build theory in regards to the sample. This sampling method has its unique perspective on the ground of the theory process. Theorist researcher has the freedom to select a method for reliable data. The researcher

must be knowledgeable as well as well experienced in the field of choosing techniques. In theoretical sampling, To Maintain stability in sampling theorists must have knowledge of different sampling methods. Specific characteristics are required for the selection of participants in the theoretical sampling method of the qualitative study. The Purpose of theoretical sampling is to establish uniformity and varying situations while comparing incidents.

In the development of grounded theories, the theoretical sampling method is more reliable. Under an iterative sampling process, the aim is to enhance an understanding of pop-up theoretical concepts beyond a limit of setting along with conditions as per Glaser and Strauss (1967). The process of sampling is restricted by the theory of emerging. In this sampling, Data collection and analysis proceed together.

For Qualitative Studies - Inappropriate Random Sampling

For naturalistic studies, a random sampling technique is inappropriate. Random sampling is not suitable for the aim of qualitative studies. Under Random sampling, no complex issues are solved as related to human emotions, behavior and feelings. Practical and theoretical are the main reason behind this problem. The sample size of qualitative research leads to be small. Under qualitative research, the aim of the study is to enhance correct understanding of small samples as well as a population that is under the research criteria. Study on the basis of samples rather than the population is manageable and budget-friendly. To draw inferences from the population, samples are used. Secondly, the Study of the entire population must be known in random sampling method. Thirdly, if Characteristics of research are normally distributed, only then samples arise in the random sampling method represent the population. There are several more reasons why random sampling invalid for qualitative studies- more time-consuming, more expensive, lack of power to access a large number of elements included in the population and in many situations biasness may occur.

Conclusion

Thus, Qualitative Research has upgraded the knowledge of the researcher. Useful to learn and recognizes the concepts, attitudes, experiences and human behavior. Qualitative research is used when the problem is undefined, Under qualitative research, Explore all the spheres related to human perception which focus on the study of human society, understand and develop the sense of what is right and what is wrong a situation, recent attitude as per past experiences are included. We identified issues related to the consistency and clarity of the qualitative review (traditional). Creates misleading results vary from the experience of researchers.

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