

## Sampling and its Types

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### Abstract

This paper presents the steps to go through to conduct sampling. Furthermore, as there are different types of sampling techniques/methods, researcher needs to understand the differences to select the proper sampling method for the research. In research terms a sample is a group of people, objects, or items that are taken from a larger population for measurement. The sample should be representative of the population to ensure that we can generalise the findings from the research sample to the population as a whole.

**Keywords:** Sampling Method, Sampling Technique, Research Methodology, Probability Sampling, and Non-Probability Sampling.