

Comprehensive Report: One-Day Seminar on the Relevance of Sampling Design in Social Science Research

Date: December 8th, 2023

Time: 9.30 am to 5.00 pm

Venue: St. Gregorios College, Kottarakkara

Organized By: Research Forum - PG and Research Department of Commerce, in association with IQAC, St. Gregorios College, Kottarakkara

1. Introduction

On December 8th, 2023, St. Gregorios College's Research Forum successfully hosted a one-day seminar titled "Relevance of Sampling Design in Social Science Research." This insightful event aimed to equip participants with the crucial knowledge and practical skills necessary to design and conduct robust research studies within the social sciences.

2. Program Overview and Key Learnings

The seminar commenced with a warm welcome address by Ms. Resmi C Panicker, Secretary, Research Forum, followed by a thought-provoking presidential address by Dr. Sumi Alex, Principal and Head of the Department of Commerce at St. Gregorios College. The keynote address, delivered by Prof. (Dr.) B. Johnson, a renowned researcher and former Professor & Head, DCMS, Dean, Faculty of Commerce & Management Studies, Director, School of Business Studies, University of Calicut, set the stage for the day by laying the foundation for understanding the critical role of sampling design in establishing the reliability of research endeavours.

The program comprised four interactive sessions, each delving into specific aspects of sampling design methodology.

- **Session 1:** "Probability Sampling Techniques: Simple Random, Systematic, Stratified, Multistage and Cluster Sampling" explored the fundamental principles of ensuring every member of the population has an equal chance of being selected.
- **Session 2:** "Non-Probability Sampling Techniques: Convenience, Purposive, Quota and Snowball Sampling" focused on methods where not every individual has a known chance of selection. The session covered convenience sampling (selecting readily available individuals), purposive sampling (selecting based on specific criteria), quota and snowball sampling (reaching hidden populations through referrals).
- **Session 3:** "Sample Size Determination: Balancing Cost, Accuracy, and Power" discussed vital considerations for determining an appropriate sample size. Key factors analysed included the desired level of confidence, level of significance, margin of error, population parameter, size, sampling error and statistical power.
- **Session 4:** "Practical Application: Applying Sampling Techniques in Social Science Research" provided a valuable opportunity for participants to apply their newly acquired knowledge. Through interactive exercises, they analysed real-world research

scenarios, selected appropriate sampling techniques, discussed the strengths and limitations of each method in specific contexts, and practiced sample size calculations using relevant formulas.

3. Impact and Conclusion

The seminar successfully fostered a dynamic learning environment where participants actively engaged in discussions and gained valuable insights into:

- **Understanding and choosing the appropriate sampling technique:** Carefully selecting the method that best aligns with the research question, population characteristics, and overall research goals.
- **Determining the optimal sample size:** Implementing statistical formulas and considering relevant factors like confidence level, margin of error, and statistical power to ensure sufficient data collection.
- **Applying theoretical knowledge to real-world research:** Engaging in practical exercises to solidify understanding and enhance research design skills.

The concluding open discussion and Q&A session further enriched the learning experience by allowing participants to address specific questions and engage in insightful exchanges regarding challenges and solutions encountered in sampling design.

In conclusion, the one-day seminar on "Relevance of Sampling Design in Social Science Research" proved to be a valuable learning experience for all participants. Participants gained comprehensive knowledge and practical skills, equipping them to design and conduct research studies with greater rigor and ensure the validity and generalizability of their findings. This ultimately contributes to the advancement of knowledge and positive change within the social sciences.