



# Probability vs Nonprobability Sampling



## Probability vs nonprobability Sampling



### Probability sampling

- Involves random selection of elements

### Nonprobability sampling

- Does not involve selection of elements at random

## Objective



After previewing, the student should be able to do the following:

1. Define probability vs nonprobability sampling.
2. Begin to critique probability vs nonprobability sampling.

## Probability Sampling



### Simple random sampling

- 簡單隨機取樣

### Stratified random sampling

- 分層隨機取樣

### Cluster sampling

- 叢聚取樣

### Multistage sampling

- 多階段抽樣

### Systematic sampling

- 系統隨機取樣

# 機率性取樣的優缺點



## 優點

1. 可得到具代表性的樣本
2. 可估計出取樣誤差

## 缺點

1. 不便利
2. 需特殊之技巧
3. 耗費時間與金錢

# Nonprobability Sampling



## Convenience sampling

- 方便取樣

## Snowball sampling

- 雪球取樣

## Quota sampling

- 配額取樣

## Consecutive sampling

- 連續採樣

## Purposive sampling

- 立意取樣

# 非機率性取樣優缺點



## 優點

1. 方便
2. 較經濟
3. 費時較少

## 缺點

1. 可能產生嚴重偏差
2. 樣本代表性較差
3. 在作結論或推論時要特別小心

# Q & A

