





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.

2

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

非機率性取樣優缺點

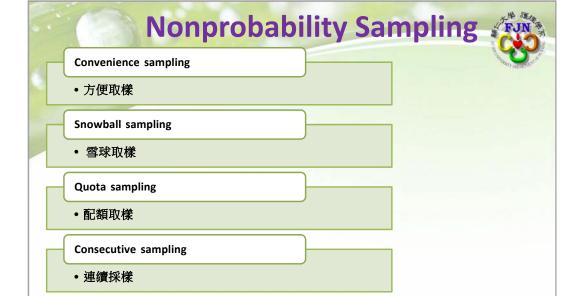


優點

- 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





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Purposive sampling

• 立意取樣