

# What is non-probability sampling methods?

## Convenience sampling:-

This is one of the most common forms of non-probability sampling. Sampling is done based on the availability of participants or ease of access to them.

## Purposive sampling:-

This method involves selecting participants based on specific criteria, such as their expertise or knowledge of a particular topic.

## Quota sampling:-

This method involves selecting participants based on pre-determined quotas for certain characteristics, such as age, gender, or ethnicity.

## Snowball sampling:-

This method involves selecting participants based on referrals from other participants.

## Self-selection sampling:-

This method involves selecting participants who choose to participate in the study voluntarily.