To obtain information about the probabilities, prepare many copies of the state and measure them.

Number of +1 outcomes:
$$N(+1)$$
 $\frac{N(+1)}{N(+1)+N(-1)} pprox |lpha|^2$

Number of +1 outcomes:
$$N(+1)$$

$$\frac{1}{N(+1)+N(-1)} \sim |\alpha|$$
 Number of -1 outcomes: $N(-1)$
$$\frac{N(-1)}{N(+1)+N(-1)} \approx |\beta|^2$$