

– PURPOSIVE SAMPLING –

Participants are selected because of some characteristic. Purposive sampling is popular in qualitative research.

Patton (1990) has proposed the following cases of purposive sampling.

Extreme or deviant case	Selecting cases that have unusual manifestations of the phenomenon of interest
Intensity	Selecting information-rich cases that manifest the phenomenon intensely, but not extremely
Maximum variation	Selecting cases that are considerably different on the dimensions of interest
Homogeneous	Selecting cases that are similar to each other
Typical case	Selecting cases that are typical, normal, average
Stratified	Selecting cases from different subgroups
Critical case	Selecting cases that have potential for logical generalizations and maximum application of information to other cases
Snowball or chain	Selecting cases from referrals by participants
Criterion	Selecting cases based on them meeting some criterion of interest
Theory-based	Selecting cases that manifest theoretical constructs of interest
Confirming and disconfirming	Selecting cases that have potential for supporting or refuting initial analysis
Opportunistic	Selecting cases that are unexpectedly available
Random	Selecting a relatively small number of cases using a probability sampling procedure
Political	Selecting or avoiding politically sensitive cases
Convenience	Selecting cases that require little effort or forethought
Combination	Selecting cases by mixing purposeful sampling with probability sampling

Figure 5.1 Purposeful Sampling Strategies

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