

Type of Selection	Purpose
A. Random selection	To avoid systematic biases in the sample. The sample's size is decisive for generalization.
1. Random sample	To achieve a representative sample which allows for generalization for the entire population.
2. Stratified sample	To generalize for specially selected sub-groups within the population.
B. Information-oriented selection	To maximize the utility of information from small samples and single cases. Cases are selected on the basis of expectations about their information content.
1. Extreme/deviant cases	To obtain information on unusual cases, which can be especially problematic or especially good in a more closely defined sense.
2. Maximum variation cases	To obtain information about the significance of various circumstances for case process and outcome; e.g., three to four cases which are very different on one dimension: size, form of organization, location, budget, etc.
3. Critical cases	To achieve information which permits logical deductions of the type, 'if this is (not) valid for this case, then it applies to all (no) cases.'
4. Paradigmatic cases	To develop a metaphor or establish a school for the domain which the case concerns.