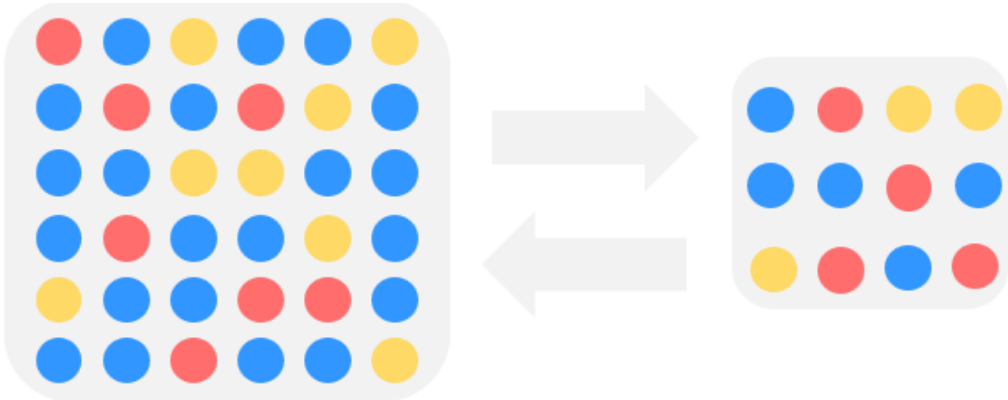


Sampling

Random Sampling

Random sampling is a method of selecting a sample from a population in such a way that every member of the population has an equal chance of being selected. Because random sampling is based on probability theory, the degree of representativeness, or sampling error, can be calculated, which provides objectivity and allows for the use of data with confidence within a certain margin of error.



Purposive Sampling

On the other hand, purposive sampling is a method of intentionally selecting respondents who are considered to be most representative of the population. Some common purposive sampling techniques include:

Typical case sampling: In typical case sampling, respondents are carefully selected to be as representative of the entire population as possible, or they are chosen based on predetermined criteria that define what is considered typical. For example, in the past, the Japanese government's household survey used typical case sampling to select sample households based on strict criteria such as "a family with a husband, wife, and two small children, with a certain level of income from employment." While this method is still used today, for instance, to select "typical stores" for investigation, a major drawback is that the determination of what constitutes a "typical" case is subjective and left to the discretion of the researcher.

Quota sampling: In quota sampling, the population is divided into categories based on variables such as gender and age, and subjects are selected to ensure that the sample proportions match those of the population.