

Sampling People

Sociology

The main strategies, what each supports, and where each quietly fails.

Probability supports inference. Non-probability supports description.

Strategy	How drawn	Best for
Simple random	Equal chance from a list	Clean inference
Stratified	Random within known groups	Small subgroups
Cluster	Whole units, then within	Dispersed populations
Quota	Fill set counts, not random	Speed, no frame
Snowball	Referral from participants	Hidden populations
Theoretical	Chosen to test an idea	Grounded theory

The sampling frame is the usual weak point: who is missing from the list is invisible in every result drawn from it.