## METHODOLOGICAL CONSIDERATIONS IN THE CHOICE OF RESEARCH STRATEGIES

Types:	<b>←</b>	BASI	C / PURE RESEARCH	APPLIED	RESEACH→
Design: Strategy that results from several interconnected decisions about choices of research methods and techniques for data gathering; it specifies the number of cases to be studied; number of times data will be collected; the number of samples that will be used; and whether or not the researcher will try to control or manipulate the IV in some way.			Research Aims: EXPLORATORY  Cross-sectional Study Data at variables for one sample at one establish causality or correlations.		Techniques and Tools
St ru ct ur e	Struc tured / Form al Meth	Some way.		manipulation of the IV.  Experiments (Laboratory Experiment is in a controlled setting)  Quasi-Experiments (Field Experiment is in "natural or real-life setting")	Observation Direct Measurement -(may include questionnaire)  Questionnaire Structured interview using a standardized Interview Schedule Interview Guide
	Unstruc tured/ Qualita tive Method s/Tools	Also called:  Observational Techniques  Field Research	Case Study Observation Participant Observation Non-participant Observation Ethnography / Fieldwork / Ethnographic Fieldwork Discourse Analysis Textual Analysis / Cultural Studies / Content Analysis		Observation Unstructured Interview using Interview Guide FGD/Interview Key Informant Interviews Tape recording Document Study / Archival Data / Use of Available (secondary) data
<b>←</b>		l bined Methods and	strategies:PARTICIPATORY ACTION RESERAPID APPRAISAL / PARTICIPATORY RUI	LEVALUATION RESEARCH	→