Research Methods, Designs, Techniques, and Tools

- **Coding**
  - First Cycle
    - Grammatical
      - Attribute
      - Magnitude
      - Simultaneous
    - Elemental
      - Structural
      - Descriptive
      - In Vivo
      - Process
      - Initial (Open)
    - Affective
      - Emotion
      - Values
      - Evaluation
    - Literary and Language
      - Dramaturgical
      - Motif
      - Narrative
      - Verbal Exchange
    - Exploratory
      - Holistic
      - Provisional
      - Hypothesis
    - Procedural
      - Outline of Cultural Materials
      - Domain and Taxonomic
      - Protocol
  - Second Cycle
    - Pattern
    - Focused
    - Axial
    - Theoretical
    - Elaborative
    - Longitudinal
- **Methods and Designs**
  - Mixed Methods
    - Mixed Methods
      - Sequential
      - Concurrent
      - Transformational
    - Action Research
  - Quantitative
    - Experimental
    - Quasi-Experimental
    - Nonexperimental
      - Correlational
      - Survey
    - Causal-Comparative
    - Meta-Analysis
    - Content Analysis
    - Evaluation Research
  - Qualitative
    - Grounded Theory
    - Case Study
    - Phenomenology
    - Narrative Research
    - Ethnography
- **Data Collection / Fact Finding Techniques**
  - Sampling of Secondary / Existing Data
    - Articles (journal, newspaper, ...)
    - Audiovisual materials
    - Business records (accounting, financial, marketing, operations, performance, strategy and so on documents)
    - Computer programs, flowcharts, models, and so on
    - Databases (corporate, government, ...)
  - Observation
    - People
    - Activities
    - Environment
  - Benchmarking
    - Public Organizations
    - Private Organizations
    - NGOs
  - Research of Literature
    - Academic Literature
    - Professional Literature
    - Corporate Literature
    - Government Literature
  - Discovery Prototyping
    - Develop a small working model to determine requirements
  - Site Visits
    - Review similar problems
  - Quantitative Surveys
    - Mail Surveys
    - Electronic mail Surveys
    - Telephone Surveys
  - Qualitative Question-naires / Interviews
    - One-to- One Interviews
    - Focus Group Interviews
    - Electronic Interviews
    - Telephone Interviews
- **Data Analysis Tools**
  - Qualitative
    - NVivo
    - XSight
  - Quantitative
    - SPSS
    - Excel

Sources: Creswell, J. (2009). *Research and design: Qualitative, quantitative, and mixed methods approachs* (3rd ed.). Thousand Oaks, CA: SAGE Publications. Walden KAM documents.Whitten, J. L, & Bentley, L. D. (2007). *Systems analysis & design methods* (7th ed.). New York, NY: McGraw-Hill. Saldana, J. (2009). The coding manual for qualitative researchers. Thousand Oaks, CA: SAGE Publications.