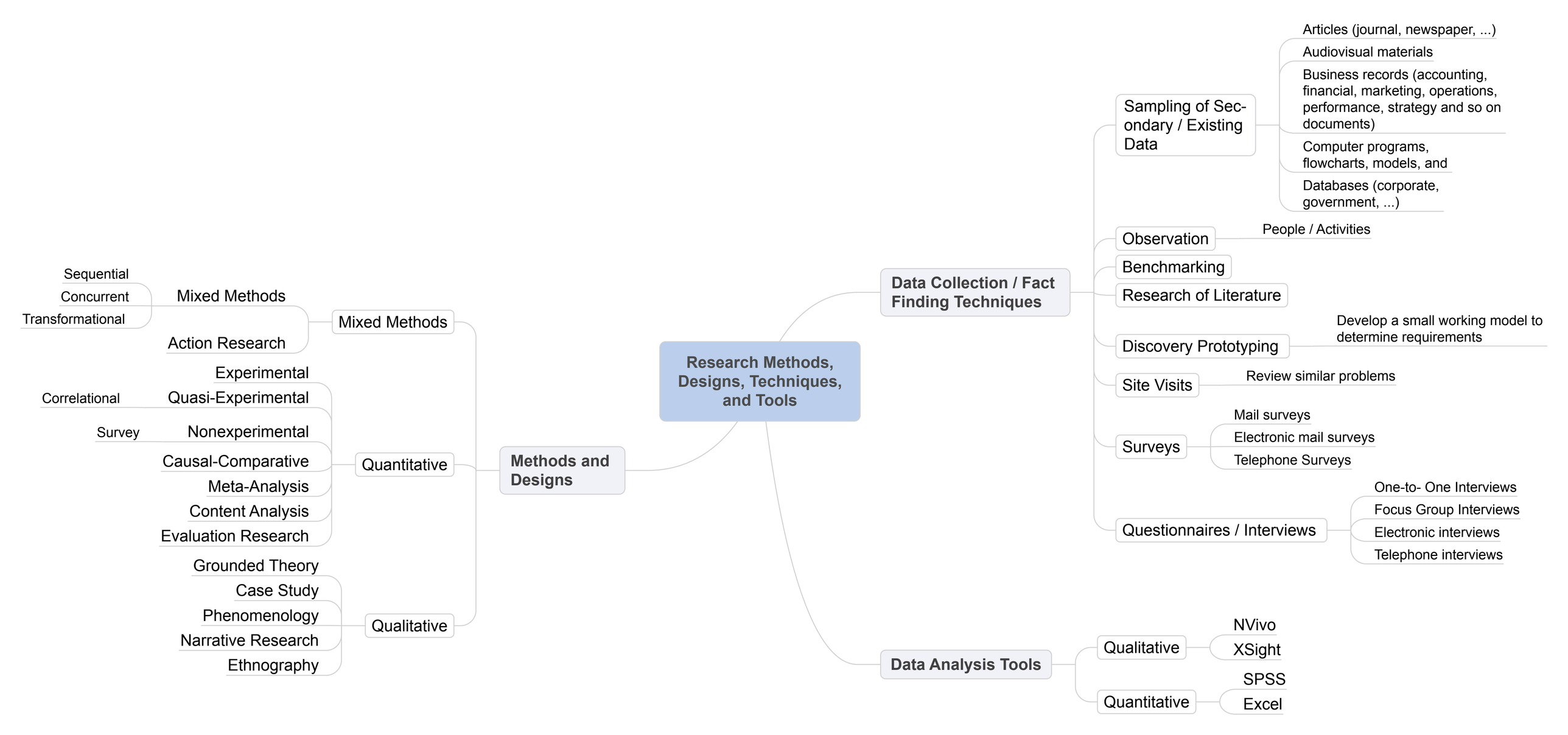
Research Methods, Designs, Techniques, and Tools
Methods and Designs
Mixed Methods
Mixed Methods
Sequential
Concurrent
Transformational
Action Research
Quantitative
Experimental
Quasi-Experimental
Correlational
Nonexperimental
Survey
Causal-Comparative
Meta-Analysis
Content Analysis
Evaluation Research
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
Databases (corporate, government, ...)
Observation
People / Activities
Benchmarking
Research of Literature
Discovery Prototyping
Develop a small working model to determine requirements
Site Visits
Review similar problems
Surveys
Mail surveys
Electronic mail surveys
Telephone Surveys
Questionnaires / Interviews
One-to- One Interviews
Focus Group Interviews
Electronic interviews
Telephone interviews
Data Analysis Tools
Qualitative
NVivo
XSight
Quantitative
SPSS
Excel