



5 Research Strategies

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Role of the Method

- A result can only be *accepted, rejected, checked, replicated or even understood in the context of how you got there.*
- ...
- Your choice is part of your originality – but your method should be applicable.

What is a research strategy?

A research strategy is simply a plan of how you aim to achieve your research goal.

- A research strategy usually has
 - ◆ A goal: something it can be used for
 - ◆ A procedure: steps to follow to achieve results
 - ◆ A set of techniques involved in the procedure

Selected Research Strategies

Strategy	Goal
Design research	generate an artefact
Case studies	study the characteristics of a real-life instance
Systematic Literature Review	Identify and analyse all relevant knowledge in a field
Action research	iteratively solve a problem with a community of practice
Survey studies	find patterns in data
Experiments	test hypotheses