### METHODOLOGICAL CONSIDERATIONS IN THE CHOICE OF RESEARCH STRATEGIES

#### Types:

<table>
<thead>
<tr>
<th>Basic / Pure Research</th>
<th>Applied Research</th>
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#### Research Aims:

- **Exploratory**
- **Descriptive**
- **Explanatory**

#### 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.

<table>
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<th>Cross-sectional Study</th>
<th>Data are collected to describe one or more variables for one sample at one point in time; sometimes used to establish causality or correlation</th>
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<tbody>
<tr>
<td>Longitudinal Study</td>
<td>(Panel, Trend, Cohort)- Track changes over time</td>
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<tr>
<td>Case Study</td>
<td>Focus on one case (an individual, a group, an org. and so on) within its social context at one point in time; associated with &quot;qualitative methods because of the techniques used.</td>
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#### Experimental Designs

Control or manipulation of the IV.

| Experiments (Laboratory Experiment is in a controlled setting) |
| Quasi-Experiments (Field Experiment is in "natural or real-life setting") |

#### Techniques and Tools

- Observation
- Direct Measurement - (may include questionnaire)

#### Researches with combined Methods and Strategies:

- **Evaluation Research**
- **Participatory Action Research**
- **Rapid Appraisal / Participatory Rural Appraisal**

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