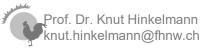


## 5 Research Strategies

Knut Hinkelmann





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.



Source: Alta van der Merwe, 20092



## 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

