

QUANTITATIVE METHODS

Method	Description	Strength	Limitation
Questionnaire			
Structured Interview			
Content Analysis			
Experiment			
Laboratory Experiment			
Field/Natural Experiment			
Longitudinal Survey			
Cross-Sectional Survey			
Official Statistics			

QUALITATIVE METHODS

Method	Description	Strength	Limitation
Semi-Structured (focused) Interview			
Unstructured Interview			
Group Interview			
Non-participant Observation			
Overt Participant Observation "Ethnography"			
Covert Participant Observation			
Case Studies			
Semiology			
Documentary Sources			