



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 Science 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 |