# Summary Flow Diagram

## Research methods summary diagram

### Philosophies of research

- Positivism
- Interpretivism

### Type of data

- Quantitative
- Qualitative

### Approaches to research / Research designs

- Survey
- Experimental
- Case study
- Ethnographic

### Main methods

- Questionnaires
- Structured interview
- Unstructured interview
- Observation

### Characteristics of good research

- Representativeness
- Generalisability
- Reliability
- Objectivity
- Validity

### Ethical issues in research

- Informed consent
- Deception
- Confidentiality
- Protection from harm

### Sampling

- **Representative**
  - Random
  - Systematic
  - Stratified
- **Non-representative**
  - Volunteer
  - Opportunity
  - Snowball

### Secondary data

- Official statistics
- Media reports
- Personal documents
- Historical documents

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