Marshall & Rossman (1995:41)

TABLE 3.3
Matching Research Questions with Strategy

Purpose of the Study	Research Question	Research Strategy	Examples of Data Collection Techniques
EXPLORATORY to investigate little-understood phenomena to identify/discover important variables to generate hypotheses for further research	What is happening in this social program? What are the salient themes, patterns, categories in participants' meaning structures? How are these patterns linked with one another?	case study field study	participant observation in-depth interviewing elite interviewing
EXPLANATORY to explain the forces causing the phenomenon in question to identify plausible causal networks shaping the phenomenon	What events, beliefs, attitudes, policies are shaping this phenomenon? How do these forces interact to result in the phenomenon?	multisite case study history field study ethnography	participant observation in-depth interviewing survey questionnaire document analysis
DESCRIPTIVE to document the phenomenon of interest	What are the salient behaviors, events, beliefs, attitudes, structures, processes occurring in this phenomenon?	field study case study ethnography	participant observation in-depth interviewing document analysis unobtrusive measures survey questionnaire
PREDICTIVE to predict the outcomes of the phenomenon to forecast the events and behaviors resulting from the phenomenon.	What will occur as a result of this phenomenon? Who will be affected? In what ways?	experiment quasi-experiment	survey questionnaire (large sample) kinesics/proxemics