

Research methods list

Are you looking for quantitative or qualitative data?

Do you want to gather numerical information (quantitative) or non-numerical, contextual information, such as stories and explanations (qualitative)?

Quantitative

I want to confirm or test something (a theory or hypothesis), want to draw reliable conclusions for a group of people or make an important decision.

Qualitative

I wish to gather a more detailed analysis of my subject matter, understand someone's mindset or use open-ended questions to better conduct future research.

Survey

For quantitative data ask standardized questions (e.g. multiple choice, numerical)

Survey

For qualitative data ask open-ended questions

Do you want to ask many open-ended questions (5+)?

NO

YES

Groups are fine and will in fact save time over 1-1 interviews.

NO

Do you think that people will give you more valuable information if you approach them one-to-one? This may be because the topic is sensitive, personal or otherwise unique to each individual.

Focus group

1-1 interview

Case study

NO

YES

Are you satisfied with having an in-depth understanding with just a few of your subjects (ca 1-3)?

YES