Prescriptive orientation			Descriptive orientation
'Empirical'			'Theorizing'
Quantitative research			Qualitative research
'Positivist'			'Subjectivist'
Generalisation	Pro	blem	Individual case
Explaining			Understanding
Deductive: theory testing	Evaluation	Problem definition	Inductive: (grounded) theory
	1		building
Hypothesis testing and			Hypothesis building and
replication	Implementation	Diagnosis	inspiration
Conclusive			Explorative
Survey, statistical analysis	Design/0	Outcome	Observation, case study
Large number of observations,			Small number of observations,
few variables			many variables
Applied, action and			Conceptual and pure research
policy research			
Integrative orientation			
Intersubjectivity			
Triangulation			
Defining dependent/independent variables			

Figure A.9a Research orientations