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| Paradigm | Methodology | Approach |
| Questionnaire | Subjective | Survey |
| Qualitative | Methods | Interview |
| Positivist | Experimental | Emic |
| Truth | Deductive | Ontology |
| Case Study | Relativism | Interpretivist |
| Etic | Knowledge | Objective |
| Ethnography | Epistemology | Observation |
| Processes | Data | Action Research |
| Narratives | Inductive | Experiment |
| Phenomenological | Quantitative | Realism |