

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