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| RESEARCH METHODS | Transaction log analysis |
| Anecdote recording | Rubrics |
| Usage analysis | Tests |
| ROI analysis | Critical incident technique |
| Ethnographic methods | Balanced scorecard |
| Delphi technique | Observation |
| Focus groups | Interviews |
| Experiments | Surveys & questionnaires |
| Longitudinal design | Cohort design |
| Randomized control trial | Document analysis |