CONTENT ANALYSIS
classification, tabulation and evaluation of the key symbols and themes of media

EXPERIMENTATION
testing something in a controlled setting

FOCUS GROUPS
small group (8 - 12) discussion of open-ended questions under the direction of a facilitator

INTERVIEWS
talking to, and recording the observations of, experts

OBSERVATION
without directly interacting with them, watching and recording individual's behaviors (may be written or electronic recordings)

SURVEYS
may be conducted through the internet, mail, personally, or telephone