

Exhibit 11.4**Comparison of Three General Research Methods**

<i>Design</i>	<i>Measurement Validity</i>	<i>Generalizability</i>	<i>Type of Causal Assertions</i>	<i>Causal Validity</i>
Experiments	+	- ^a	Nomothetic	+
Surveys	+	+/-	Nomothetic	+/- ^b
Participant Observation and Intensive Interviewing	-/+ ^c	-	Idiographic	-