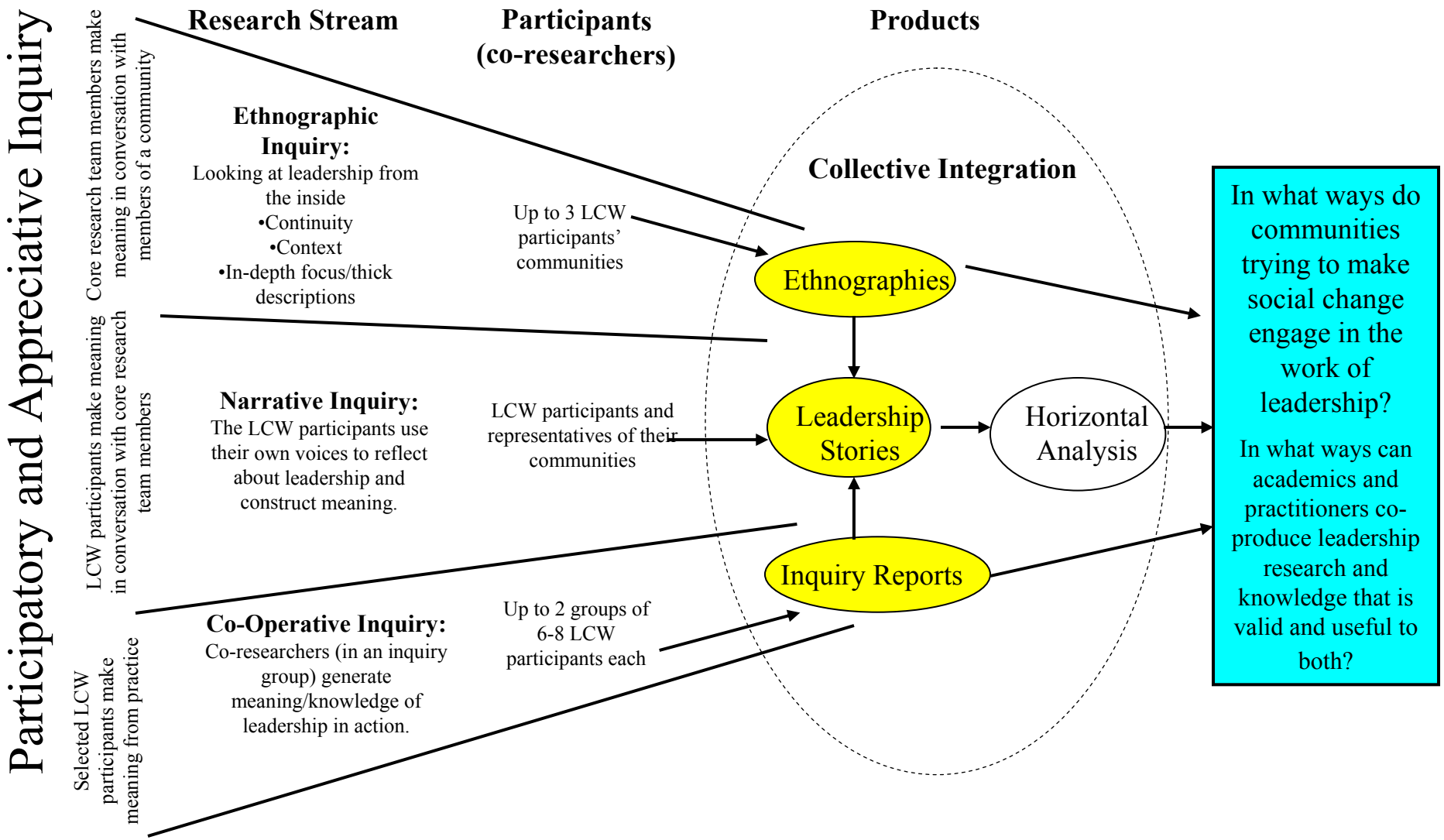2. Our Approach: Research Design