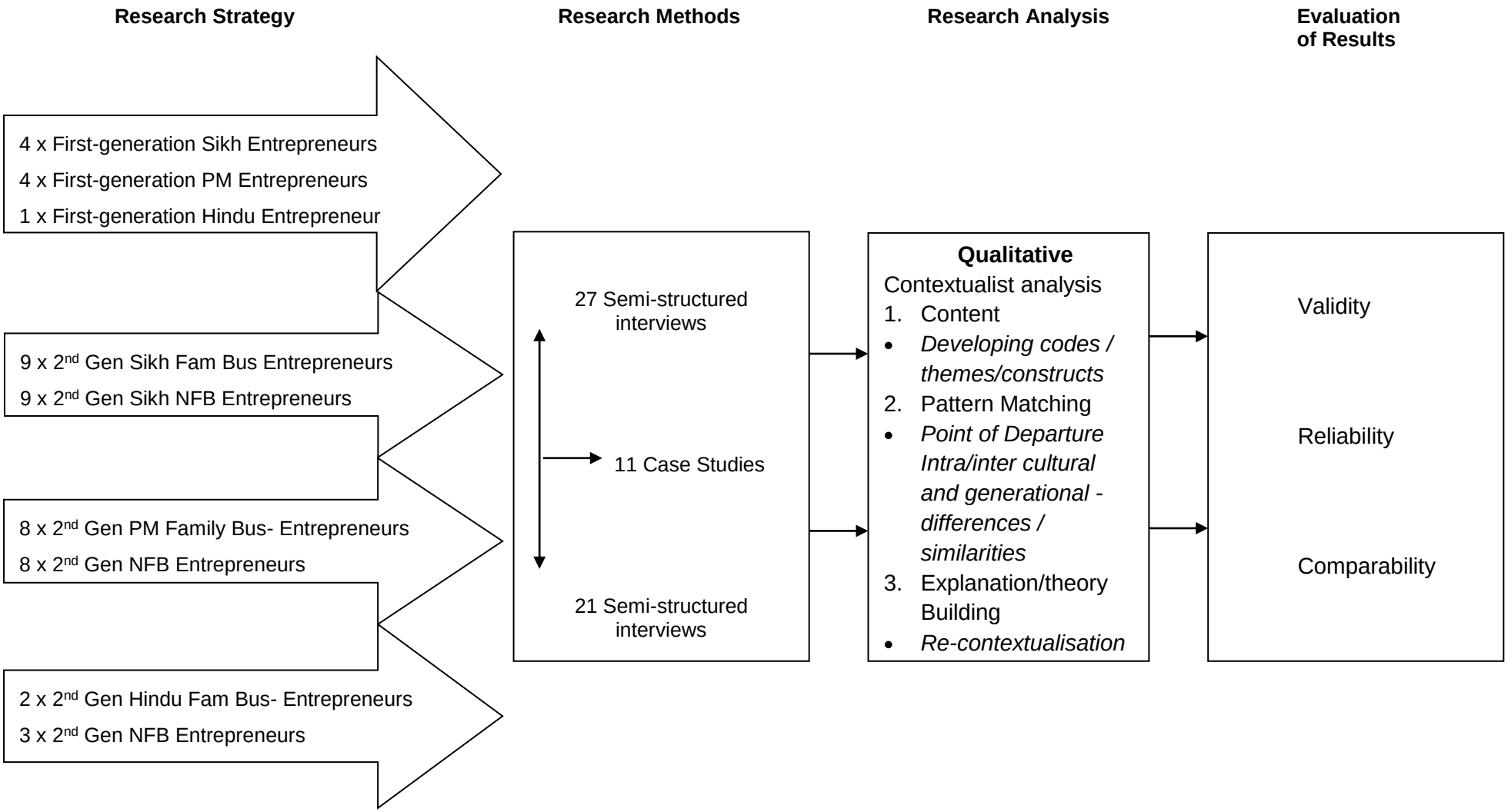**Appendix 1: Research Design Strategy and Methodology Framework**