

Mixed Methods Research

Simply Explained



Prepared by Med Kharbach, PhD
www.educatorstechnology.com

Definition

Creswell (2009)



An approach to inquiry that combines or associates both qualitative and quantitative forms. It involves philosophical assumptions, the use of qualitative and quantitative approaches, and the mixing of both approaches in a study. Thus, it is more than simply collecting and analyzing both kinds of data; it also involves the use of both approaches in tandem so that the overall strength of a study is greater than either qualitative or quantitative research. (p. 4)

Johnson et al. (2007)



Mixed methods research is, generally speaking, an approach to knowledge (theory and practice) that attempts to consider multiple viewpoints, perspectives, positions, and standpoints (always including the standpoints of qualitative and quantitative research). (p. 113)



Timing

When the methods are used (sequential or concurrent)



Weighting

Priority given to either qualitative or quantitative data.

Four key considerations shape a mixed methods design



Mixing

How the two data sets are integrated



Theorizing

Use of a theoretical lens to guide the study

Design Considerations

(Creswell, 2009)

Types of Mixed Methods Designs

(Creswell, 2009)

Sequential Explanatory



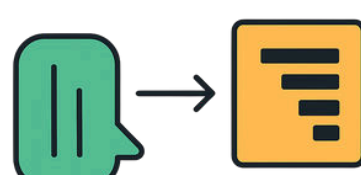
Quantitative first, then qualitative to explain results

Sequential Exploratory



Qualitative first, then quantitative to test or generalize

Sequential Transformative



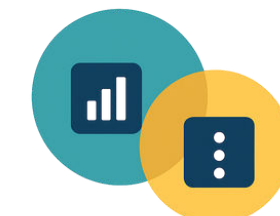
Guided by a theoretical lens, with two distinct phases

Concurrent Triangulation



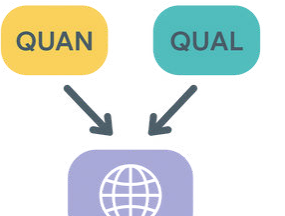
Collect both data types simultaneously and compare

Concurrent Embedded



One type is primary; the other is embedded

Concurrent Transformative



Like embedded/triangulation but guided by a transformative lens

Data Analysis Techniques

- **Data Transformation:** Quantifying qualitative data or vice versa
- **Outlier Exploration:** Explaining anomalies
- **Matrix Development:** Aligning qualitative themes with quantitative categories
- **Instrument Development:** Using qualitative findings to build surveys

(Creswell, 2009)

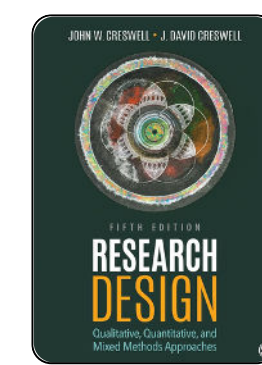
Philosophical foundation

Pragmatism

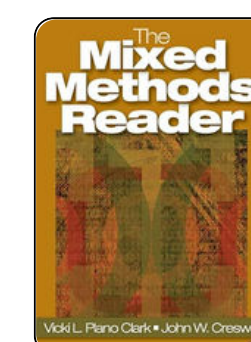
- 1 Focuses on what works to solve the research problem (application over theory)
- 2 Views truth as provisional—what works at a given time and in a specific context.
- 3 Allows freedom of choice in selecting tools, methods, and techniques.
- 4 Emphasizes consequences, actions, and context over philosophical debates.
- 5 Encourages pluralism in worldview, method, and interpretation.
- 6 Research is always shaped by social, political, and historical contexts.

Key Readings

Research Design,
John Creswell



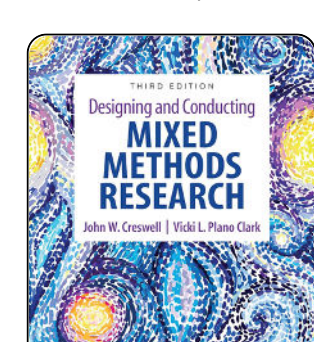
The Mixed Methods Reader,
Clark & Creswell



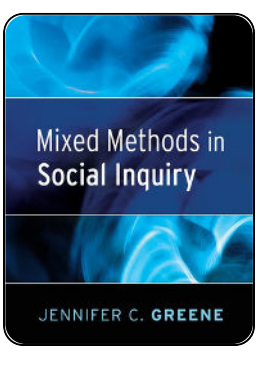
Mixed Methods Research,
Vicki & Clark



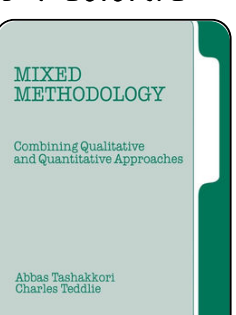
Designing & Conducting Mixed Methods Research



Mixed Methods in Social Inquiry,
Jennifer Green



Mixed Methodology,
Tashakkori & Teddlie



References

- Creswell, J. W. (2009). Research design: Qualitative, quantitative, and mixed methods approaches (3rd ed.). SAGE Publications.
- Johnson, R. B., Onwuegbuzie, A. J., & Turner, L. A. (2007). Toward a Definition of Mixed Methods Research. Journal of Mixed Methods Research, 1(2), 112-133. <https://doi.org/10.1177/1558689806298224>