



Methodology Section – Mixed Method (e.g. Quantitative and Qualitative) Research.

DR STUART JONES.

Methodology.

- ▶ The structure of the methodology section for a mixed method approach can vary and it is better to liaise with your supervisor.
- ▶ As an example you could write your methodology of phase 1 and THEN your results of phase 1, then move to the methodology of phase 2 and THEN your results of phase 2.
- ▶ Or You could write you methodology – phase 1 and phase 2 and then move to results of phase 1 and results of phase 2.
- ▶ These slides will cover the latter example.

Method

- ▶ Should include all of the practical information necessary for someone else to replicate your work.
- ▶ Divided into the following subsections:
 - ▶ Design
 - ▶ Participants
 - ▶ Materials
 - ▶ Procedure
 - ▶ Ethical Considerations
- ▶ Each though with clear distinctions between phase 1 and phase 2.
- ▶ E.g. Phase 1 (Quantitative)
- ▶ E.g. Phase 2 (Qualitative).
- ▶ Don't use more subheadings just separate paragraphs.
- ▶ E.g. The Participants for Phase 1.....
- ▶ In Phase 2 there were 7 participants.....

Method cont'd

► Design

- the logical framework of the study, all of the planning required prior to carrying it out.
 - Type of design – related or unrelated
 - Statement of the independent variable
 - Plus the conditions under which it was manipulated
 - Statement of the dependent variable
 - Plus how it was measured
 - Any controls employed

Example: A repeated measures design was used for phase 1. There were two independent variables: the lighting used in the nightclub (bright or dim) and the level of alcohol consumed (none or 6 pints). There were two dependent measures that were analysed separately: the participants' ratings of physical attractiveness (the COAR scale) and the participants' ratings of the attractiveness of personality (the CRAPS scale). Participants took part in all four conditions of the experiment. Results were analysed via a 2 separate, 2 x 2 Anova's.

Method cont'd

- ▶ Design – Phase 2

- ▶ In terms of a qualitative report as it is non-experimental you only need to state:-

- ▶ In Phase 2 a non experimental, qualitative approach was taken.

- ▶ State what approach was made, focus group, case study, multiple interviews, longitudinal and your method of analysis.

Method cont'd

► Participants

- You should give the details of your sample and your sampling procedure. Give the mean age and number of males and females and how your participant group was assembled.
- Sometimes, you may also need to give specific information about participants that is relevant to your particular study e.g. first language, handedness, etc.

Example: In phase 1 fifty participants completed all conditions of this study: 25 were male and 25 female. Ages ranged from 18 to 39 years ($M = 24.26$, $SD = 3.52$ years). Participants were all undergraduate students from West Wales who took part in return for free admission to the nightclub. All participants were naive to the purpose of the experiment.

Method cont'd

- ▶ Participants Phase 2
 - ▶ In Phase 2 (Qualitative) you should give the details of your sample and your sampling procedure. Give the mean age and number of males and females and how your participant group was assembled.
 - ▶ Sometimes, you may also need to give specific information about participants that is relevant to your particular study e.g. first language, handedness, etc.

Method cont'd

- ▶ Participants –
- ▶ In qualitative research with a small sample size it is often considered good practice to give as much detail on each individual participant as you possibly can.
- ▶ Known as a participant profile (and can be placed in the appendices).
- ▶ Not always possible to have this.
- ▶ Use Pseudonyms and make sure they cannot be identifiable.

Example – Participant Profile – Study – Exploring the Emotional Responses following Injury in Recreational Rugby Union Players

- ▶ Alex, 31, worked as a pub landlord. He has played rugby union for most of his adult life. He originally played for his local side although moved to a team who play in a higher division (although not professionally) three years ago. He stated that he moved clubs so that he could play in his preferred position more frequently. He described himself as very lucky in terms of previous injuries with the only injury of note being hamstring strains which he considered minor. Alex had to withdraw from participating in rugby union due to a back injury which occurred whilst training with the team. Later interviews revealed that he had suffered a slipped disc in his back. The timeframe between the first and third interviews was seven weeks.

Method cont'd

- ▶ Things to avoid
 - ▶ Describing type of sample:
 - ▶ 'Random sample' - if you say this, be sure it really was 'random'
 - ▶ opportunist sample - you mean *opportunity sample*!
 - ▶ When participant sample is divided into different groups:
 - ▶ 'participants were split in half randomly'

Method cont'd

▶ Materials

▶ Give the following details

▶ Describe any physical equipment used

- ▶ Computers? Audio Visual Equipment, etc.

▶ Describe any stimuli that were used - e.g. word lists. Outline how and why they were chosen.

▶ Spelling experiment

- ▶ How many words?
- ▶ How were they chosen?
- ▶ How were misspellings generated?

▶ Give plenty of information linked to questionnaires.

- ▶ E.g. Name of questionnaire, how many questions, how is it scored (e.g. a likert scale) internal reliability score (e.g. Cronbach alpha), has it been used previously – if yes reference.

▶ Refer reader to samples in Appendices

Structuring the Report

- ▶ Materials – Phase 2.
 - ▶ Give the Following Details.
 - ▶ Describe any physical equipment used
 - ▶ E.g. Dictaphone, Computers etc.
 - ▶ Describe any stimuli used
 - ▶ E.g. Interview schedule, Diary Extract, Consent forms etc.
 - ▶ Interview schedules should go in Appendices.

Method cont'd

▶ Procedure

- ▶ Describe how the study was carried out.
 - ▶ Outline instructions given to participants
 - ▶ Describe what participants actually did during the study
 - ▶ This may include:
 - ▶ How stimuli were presented
 - ▶ How participants responded
 - ▶ How responses were recorded and scored
 - ▶ Any time intervals/limits involved

How were the data gathered? Were participants run individually or in small groups? Were participants tested in a laboratory or in a field setting? How were relevant dependent variables assessed? Did participants respond using a questionnaire, a computer, or were their behaviours assessed using videotapes and trained raters? Give enough information for replication

Method cont'd

- ▶ Procedure

- ▶ Describe how the study was carried out.
- ▶ Where were participants interviewed, how long were they interviewed.
- ▶ What did you do next – Transcribe the interviews.
- ▶ The type of analysis (e.g. Phenomenologically-Informed Thematic Analysis). Go into detail about HOW you analysed the data – the stages etc – do not mention the results.
- ▶ The procedure can go into the appendices to save on word count.

Method cont'd

- ▶ Ethical Considerations.
- ▶ It is considered good practice to outline the ethical considerations that you carried out when conducting your study.
- ▶ Make sure you are considering phase 1 and phase 2 here.

Take home message.

- ▶ Make it distinct between the methodology of your quantitative phase and your qualitative phase. Make sure it is clearly presented.
- ▶ If you decide to keep them as all in one Methodology chapter then make sure have clearly presented it using paragraphs – In phase 1, In phase 2 etc. You do not need separate subheadings, just 2 paragraphs per subheading.
- ▶ As noted it is also acceptable to treat them very separately.
 - ▶ E.g. Methodology – Phase 1 only followed by Results Phase 1 only and THEN Methodology Phase 2 only followed by Results Phase 2 only.
- ▶ Liaise with your supervisor.