

Mixed Method Design

- Collect analyze and report both quantitative and qualitative data
- There may be a clash in world views
- Types of Mixed Method Designs
 - Triangulation Mixed Method Design → use both qualitative and quantitative data to interpret data
 - Explanatory Mixed Method Design → conduct a follow-up qualitative study after a quantitative study
 - Exploratory Mixed Method Design → build a quantitative study on the results from a qualitative study

Advantages and Disadvantages of Mixed Methods Design

- Advantage: You can build a study based on the strength of both quantitative and qualitative research methods
- Advantage: May provide a complete picture of a research problem
- Disadvantage: Requires training in both methods
- Disadvantage: May be difficult to sell to reviewers of journals
- Disadvantage: May need background information
- Disadvantage: May be high in cost
- Disadvantage: May require researchers to work in multiple teams

Key Characteristics of Mixed Methods Design According to Creswell

- Justify mixed methods research
- Collecting quantitative and qualitative data
- Giving priority to quantitative or qualitative data
- Sequencing quantitative and qualitative data
- Analyzing data within design → an area still being developed
- Visualizing the procedures → a table or figure to explain the methods used in a study

Resources Available to Learn More about Mixed Methods Design

- Tashakkori, A., & Teddie, C. (1998)
- Tashakkori, A., & Teddlie, C. (Eds.). (2003). *Handbook of mixed methods in social and behavioral research*. Thousand Oaks: Sage Publications.