

Ljubljana Doctoral Summer School

8 – 12 July 2024

9:00 – 13:00 (CET, Ljubljana)

MIXED METHODS RESEARCH DESIGN & ANALYSIS (ECTS: 4)

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Aims of the course

This course introduces participants to mixed methods research and prepares them for choosing and implementing the appropriate research design for their doctoral dissertations. It is aimed to build on existing knowledge of qualitative and quantitative methods by exploring the possibilities of integrating qualitative and quantitative data analysis into a mixed method research design. While mixed methods research seems daunting to many, it can increase the validity of findings and improve the quality of knowledge gained through qualitative or quantitative methods alone. In addition to introducing the main types of MMR design and distinguishing when they might be most suitable, and providing “how to” practical training on collecting and analysing data, topics covered will help participants to confront the main challenges and obstacles of mixed methods research: how to determine the optimal research design given the research question; how to combine and integrate different kinds of data; the practical tools useful for undergoing data collection analysis in MMR designs; and how to most effectively analyse, evaluate, and interpret data in mixed methods research studies.

1. Provide participants with knowledge of mixed methods research designs and ability to recognize the types of research questions best suited for integrating qualitative and quantitative methods;
2. Familiarize participants with the basic types of MMR designs, data collection, and data analysis strategies;
3. Equip participants with skills needed to develop a MMR dissertation proposal and/or produce a publishable mixed method study.

Syllabus

Session 1. Introduction and Overview

- Introduction
- Methodology: What it means and why it matters
- Overview: Qualitative, quantitative, and mixed methods approaches
- Data collection and data analysis
- Why choose mixed methods and when are they appropriate
- Paradigm issues in mixed methods research
- Examples of good mixed methods work
- Challenges and possibilities of mixed methods research

- Research designs, asking good questions, choosing the appropriate method

Session 2. Mixed Methods Research Design

- Overview of research designs
- Basic mixed method research designs
- Advanced mixed method designs
- Equal vs. unequal priority MM designs
- How to choose a design
- Methodological transparency
- Drawing diagrams
- Mixing prior to analysis
- Mixing during analysis (covered in depth in Day 4)
- Hybrid approaches to MM research designs: MM experiment, MM case study, MM evaluation, MM action research
- Sampling

Session 3. Data collection, Sampling, Ethics, Practicalities

- Gaining access to the field
- Qualitative data collection: Interviews, Focus Groups, Observation/Ethnography
- Quantitative data collection: Experiments, Survey Questionnaires
- Case studies
- Sampling
- Merging data in mixed methods
- Methodological transparency, theoretical saturation
- Ethical Issues, anonymity, confidentiality
- Practicalities in MM research

Session 4. Data Analysis

- Quantitative analysis of qualitative data (computational text analysis)
- Types of qualitative data analysis: content analysis, discourse analysis, coding, grounded theory
- Steps in qualitative data analysis
- Coding
- Approaches to causality in qualitative analysis
- Within-case displays, cross-case displays, matrix displays
- Qualitative data analysis software
- Induction, abduction and deduction
- Validity, reliability and generalizability
- Mixed methods analytical procedures, mixing at analysis, strategies for mixing, meta inferences
- Qualitizing quantitative data, quantifying and quantizing qualitative data

Session 5. Evaluating, Writing, and Presenting MM research

- Writing, reporting, and presenting mixed methods research
- Where to publish MM research, types of MM publications
- Evaluating quality of mixed methods research

- Best practices
- Brief student presentations & feedback

Course delivery

The course will be held via Zoom.

The course grade will be based on successfully passing the following requirements (pass/fail):

- (1) a brief quiz at the end of the course;
- (2) a final research proposal or project, 7-10 pages, which outlines the methods for data collection and analysis to be used in the student's doctoral dissertation or project;
- (3) a brief (5 minute) presentation to fellow students on the final day of the course on the methods to be used in the project.

Course materials / List of readings

All of the readings below will be provided to course participants via the course webpage.

Students are encouraged to purchase or browse through John W. Creswell's *A Concise Introduction to Mixed Methods Research* (SAGE 2023, 2nd edition) prior to or during the course.

Readings Session 1:

- Plano Clark, V & N. Ivankova. 2016. *Mixed Methods Research: A Guide to the Field*. Sage Publications. Chapters 3 and 4.
- Hurmerinta-Peltomäki, L. & Nummela, N. 2006. »Mixed methods in international business research: A value-added perspective«. *Management International Review* 46(4): 439-459.
- Bryman, A. 2008. "Why do Researchers Integrate/ Combine/ Mesh/ Blend /Mix/ Merge/ Fuse Quantitative and Qualitative Research"? Pp. 87-100 in Manfred Max Bergman (ed.), *Advances in Mixed Methods Research*. Sage Publications.
- Small, M. 2011. "How to conduct a Mixed Methods Study: Recent Trends in a Rapidly Growing Literature". *Annual Review of Sociology* 37:57-86.

Readings Session 2:

- Creswell, J.W., V. Plano Clark, & Amanda Garrett. 2008. "Methodological Issues in Conducting Mixed Method Research Designs". Pp. 66-84 in Manfred Max Bergman (ed.), *Advances in Mixed Methods Research*. Sage Publications.
- Edmonds, A. and T. D. Kennedy. 2017. *An Applied Guide to Research Designs: Quantitative, Qualitative, and Mixed Methods*, 2nd edition. Sage Publications. Part IV: Chapters 15-20.
- Morse, Janice. M. 2015. "Issues in Qualitatively-Driven Mixed-Methods Designs: Walking Through a Mixed-Method Project." Ch. 12 (pp.206-222)

Readings Session 3:

- Creswell, John. 2024. *Qualitative Inquiry & Research Design: 5 Approaches*, 5th edition. Sage.
- Saunders, M, P. Lewis & A. Thornhill. 2019. *Research Methods for Business Students*, 8th edition. Pearson. Chapters 9-11.
- Lamont, M. & Ann Swidler. 2014. "Methodological Pluralism and the Possibilities and Limits of Interviewing". *Qualitative Sociology* 37 (2):153-171.

- Marczyk, G., D. DeMatteo, D. Festinger. 2005. *Essential of Research Designs and Methodology*. (Ch. 8, "Ethical Considerations in Research"). John Wiley & Sons.

Readings Session 4:

- Creamer, E. 2018. *An Introduction to Fully Integrated Mixed Methods Research*. Sage. Chapters 6 ("Mixed Method Analytical Procedures", pp. 99-115) and 7 ("Data Transformation and Other Strategies for Mixing During Analysis", pp.116-140).
- Brannen, J. & R. O'Connell. 2014. "Data Analysis I: Overview of Data Analysis Strategies". Pp. 257-274 in Hesse-Biber and Johnson (eds.), *Oxford Handbook of Multimethod and Mixed Methods Research Inquiry*. Oxford University Press.
- Onwuegbuzie, A. and J. H. Hitchcock. 2015. »Advanced Mixed Analysis Approaches«. Pp. 275-295 in Hesse-Biber and Johnson (eds.), *Oxford Handbook of Multimethod and Mixed Methods Research Inquiry*. Oxford University Press.
- Plano-Clark, V., A. Garrett, and D. Leslie-Pelecky. 2009. "Applying three strategies for integrating quantitative and qualitative databases in a mixed methods study of a nontraditional graduate education program". *Field Methods* 22:154-174.

Readings Session 5:

- Bazeley, P. 2005. "Writing up Multimethod and Mixed Method Research for Diverse Audiences." Pp. 257-274 in Hesse-Biber and Johnson (eds.), *Oxford Handbook of Multimethod and Mixed Methods Research Inquiry*. Oxford University Press.
- Strange, K., B. Crabtree & W. Miller. 2006. "Publishing Multimethod Research". *Annals of Family Medicine* 4:292-294.
- Creamer, E. 2018. *An Introduction to Fully Integrated Mixed Methods Research*. Sage. Chapters 8 ("Evaluating Quality in Mixed Method Research Publications", pp. 144-169) and 9 ("Designing and Reporting a Fully Integrated Mixed Methods Research Proposal or Doctoral Dissertation", pp. 170-196).

Prerequisites

Familiarity with basics of qualitative and quantitative research is recommended.

Course credit

In order to receive the credits, students must pass a brief quiz at the end of the course and submit a final research proposal or project, 7-10 pages, which outlines the methods for data collection and analysis to be used in the student's doctoral dissertation or project. Students will present the methods part of their final report to fellow students on the final day of the course.

Course leader

Tamara Pavasovic Trost is an Associate Professor of Sociology at the School of Economics and Business, University of Ljubljana in Slovenia. She received her Ph.D. in Sociology from Harvard University in 2012, with a mixed-methods dissertation examining ethnic identity among Croatian and Serbian youth. Previously, she was a Fung Research Fellow at Princeton University and taught at the University of Graz. In addition to her research focus on qualitative methods, she has published about issues of identity, youth values, populism, nationalism, history education, and collective memory.

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