



DR VIOLET MAKUKU

**Association of African Universities
(AAU) Quality Assurance Specialist &
Projects Officer**

MOBILE ON WHATSAPP

+233 263129798

**E-mail: vmakuku@gmail.com;
vmakuku@aau.org**

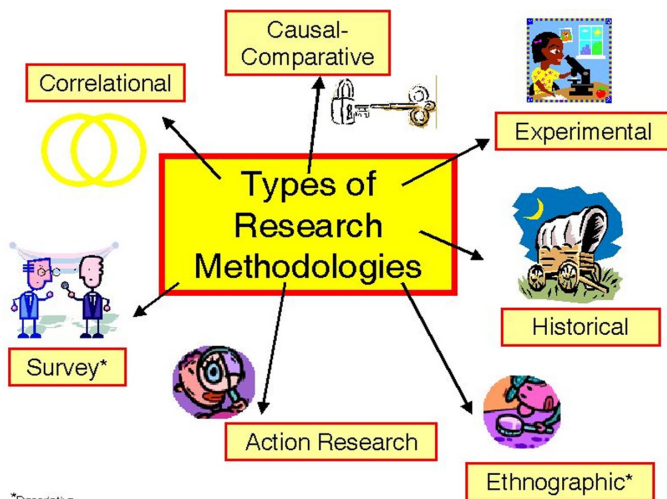
MIXED METHODS RESEARCH

Bryman (2004: 453) identifies a paradigm as a cluster of beliefs and dictates which, for scientists in a particular discipline influence what should be studied, how research should be done [and] how results should be interpreted.

Paradigms are opposing worldviews or belief systems that are a reflection of and guide the decisions that researchers make (Tashakkori and Teddlie 1998).

For example a quantitative approach implies the holding of positivist paradigm beliefs whereas a qualitative approach implies the holding of beliefs associated with a constructivist paradigm position. These relationships are however, by no means fixed (Bryman 2004).

6.METHODOLOGY (Research Paradigm, Research Design, Data Collection Tools, Data Presentation, Analysis, Interpretation & Discussion)



RESEARCH PARADIGMS & APPROACHES

- QUALITATIVE
- QUANTITATIVE
- MIXED METHODS

QUANTITATIVE RESEARCH PARADIGM

The informing Philosophy is Positivism

The associated research designs include: Experimental, Quasi-experimental, Correlational, Causal comparative, Surveys

The associated data collection tools include: experiments in eg the labs, greenhouse, questionnaires with closed items or coded open items, statistical documents

SAMPLING in quantitative research: Probability sampling which can be random or stratified random.

Data analysis: Statistical tests Using e.g. Statistical Package for Social Sciences (SPSS) or Excel

FINAL QUANTITATIVE REPORT: Mostly numeric and presented in form of tables, pie charts, bar graphs etc

QUALITATIVE RESEARCH PARADIGM is informed by phenomenology and the associated research designs include: Ethnography and surveys.

The related data collection tools are: the researcher (participant and non-participant observation), interviews,

questionnaires with open items, document analysis of text reports

Sampling: purposive, convenience, snowballing, theoretical

Data analysis: subthemes to themes

MIXED METHODS RESEARCH

The informing philosophy is pragmatism. It can be

- a) quantitative nested in qualitative or
- b) qualitative nested in quantitative or
- c) an equal balance of the two

Pragmatists link the choice of approach directly to the purpose of and the nature of the research questions posed (Creswell 2003). Research is often multi-purpose and a “what works” tactic will allow the researcher to address questions that do not sit comfortably within a wholly quantitative or qualitative approach to design and methodology.

The pragmatic paradigm implies that the overall approach to research is that of mixing data collection methods and data analysis procedures within the research process (Creswell, 2003).

Primarily is the mixed methods approach associated with the pragmatic paradigm and strategies that involve collecting data in a simultaneous or sequential manner using methods that are drawn from both quantitative and qualitative traditions in a fashion that best addresses the research question/s (Creswell 2003).

Tashakkori and Teddlie (2003) note that there are three areas where a mixed methods is superior to a mono-methods approach. Firstly is the ability to answer research questions that other approaches cannot; mixed methods can answer simultaneously confirmatory and exploratory questions.

Secondly they provide stronger inferences through depth and breadth in answer to complex social phenomena. Thirdly they provide the opportunity through divergent findings for an expression of differing viewpoints.

Bryman (2004) puts forward a number of arguments for what he terms not mixed methods but the combining of quantitative and qualitative research these include; the logic of triangulation, an ability to fill in the gaps left when using one dominant approach,

the use of quantitative research to facilitate qualitative research and visa versa, combining static and processual features, gaining the perspective of the researcher and the researched, to address the issue of generality and to study different aspects of a phenomena.

Tashakkori and Teddlie (2003) note that although a degree of commonality exists in defining terms in the area of mixed methods there is still disagreement to be found between writers over nomenclature in the field of mixed methods approaches.

The effect is to lead to inconsistencies and confusion between writers and readers. Coupled with this is the decision whether to use bilingual nomenclature based on the terms used in quantitative and qualitative research as demonstrated in areas such as validity and reliability or to develop a new and common terminology transcending both traditions

A case in point where this confusion and inconsistency takes place is the use of the terms “mixed methods design” and “mixed model studies” to describe designs using more than one approach.

By contrast, in studies adopting a mixed models approach mixing may occur at any or all levels within the study; questions, methods, collection, analysis and interpretation (Tashakkoria and Teddlie 2003).

In a mixed methods design, as adopted in many social and management research studies, the data collection methods or procedures and analysis techniques used are from both the qualitative and quantitative traditions, the collection and analysis proceeds in either

a parallel [QUAL+QUAN] and [QUAN+QUAL] or sequential manner [QUAL/QUAN] and [QUAN/QUAL]. Mixing is often marginal occurring at the methods phase with the type of questions asked and inferences drawn predominately belonging to one approach or another [QUAL or QUAN] (Tashakkori and Teddlie 2003).

Mixing is often marginal occurring at the methods phase with the type of For the purpose of some studies a [QUAL+ quan] mixed methods approach is taken, indicating the dominance of the qualitative approach and parallel collection of data.

THE END !!!!!!!!!!!