

QUAL Friendly MMR

APA Qualitative Series Webinar, September 22, 2022

Questions posed in the Chat Box with Replies from the Webinar Leader, Elizabeth Creamer

- 1. What are the best procedures/references for Pattern Matching for Construct Validity. The idea of using pattern matching as a rubric for assessing construct validity. Pattern matching always involves an attempt to link two patterns where one is a theoretical pattern and the other is an observed or operational one. The inferential task involves the attempt to relate, link or match these two patterns**

- a. Some credit Campbell and Fiske and their idea for a multi-method matrix as the birthplace of MMR.
- b. Some have used qualitative software to generate maps that show the linkages between the co-occurrence of key constructs identified in the qualitative data.

- 2. Hello! Is there another more balanced MM textbook that you would recommend instead of the previous two mentioned? Thank you!**

By their very nature, a textbook is one person's (or a set of co-author's) point of view. David Morgan's, *Integrating Qualitative and Quantitative Methods: A Pragmatic Approach* might be a good place to start that is far less positivist.

- 3. As I'm learning about qual methods, my understanding is that your sample should be as large as it takes to reach saturation. Would this be a consideration when considering the size of a sample?**

Yes, this is definitely a consideration. The diversity of the sample should be a consideration too.

- 4. Would you consider using the qualitative method of Market Research Coding to quantify qualitative data a mixed methods approach?**

Because it is only one source of data, quantifying QUAL data is not in and of itself mixed methods.

- 5. How can I have a sample of mixed method research via ukpaucheebulam@yahoo.com?**

At its best, you can have a type of multi-dimensional sampling in MMR. This can be based solely on QUANT indicators or include both QUANT and QUAL indicators. Here is an example of a really good use of MMR sampling: Jang, E., McDougall, D. E., Herbert, M., & Russell, P. (2008). Integrative data analytic strategies in research in school success in challenging circumstances. *Journal of Mixed Methods Research*, 2 (3), 221-247.

- 6. If we do qual study and on the basis of its findings do quant study, will it be mix method or multiple method?**

It would be mixed methods if in reporting the QUANT, there is discussion of how procedures and findings from both are incorporated.

- 7. So, if data is collected sequentially with qual or quant collected and used to develop a quant or qual instrument for 2 phase data collection, that's not mixed methods?**

Instrument development may be the single most common form of MMR. Most people call it MMR. It fits classic, sequential MMR designs. The design is strongest when the qualitative data is analyzed systematically. Often, the reporting awards little attention to the QUAL. That's when it gets sticky.

- 8. In my field, there is increasingly survey data collected where there are quantitative scales but related open-ended questions that ask participants more information about the different phenomenon they're responding about. These samples tend to be in the hundreds, and QL and QT data is coming from the same sources. Because the same phenomenon are being investigated in the scales and openly, do you consider this to be an integrative mixed methods approach?**

Yes as long as the data collected in the open-ended questions is analyzed using QUAL procedures.

- 9. Referring to nature and well-being graph: Can we say that selection of participants for QUAL is based upon QUAN findings that is in which quadrant person is lying and then carrying out interviews to understand why they think so being in respective quadrant?**

Yes, exactly. That is a good use of QUANT in qualitatively oriented MMR.

- 10. Can you define the essential features of qualitative research and quantitative research**

The distinction is not as easy to make as one might expect. Most people settle for the idea that QUAL is analysis based on text or visuals, while QUANT relies on numbers.

- 11. I am an undergrad student in psychology and am looking to pursue a career in research. Outside of school, what resources can I utilize to gain familiarity of psychological research?**

It's really great that you are looking into research methods. There are a couple of textbooks related to psychology that cover QUAL, QUANT, and MMR. That would be a good place to start.

- 12. What are the potential strengths of using content analysis for a reading experiment as against thematic analysis, in a research that falls into the domain of cognition?**

Every discipline defines terms differently. In my world, content analysis is a term usually applied to systematically analyzing the literature. Thematic analysis is generating hypotheses that can be tested. These usually are in sentence form, as compared to analysis in GT which produces one- or two-word categories.

- 13. What is the difference between a multiple case study in which we use cross case analysis and a mixed method research design?**

One is the case is a mid-point. It's the unit of analysis. A second is that in an integrated approach, the case weaves together data from both qualitative and quantitative data.

**14. Can the items of a quantitative scale be used as questions to conduct qualitative study?
interviewing to be precise**

Absolutely, as long as the qualitative portion probes further about their understanding of the question and what they mean by their answer. This “qualitizes” or contextualizes the number they award from a scale.

15. Would the difference between case study and case-based analysis be best explained in the methods section, in order to explain why one applies better than another?

It would make sense to put this in the methods sections where you describe what is meant by case based.

16. To what extent and where could two very different methods in the qualitative category be used as “mixed methods” rather than a combination of qual and quant?

For instance, suppose the inquiry is best served by a mix of online depth interviews followed by in-person ethnography?

- a. The term “pluralistic research” is used in the QUAL world to describe this.
- b. Mainstream MMR people do not buy this, but Morse and Niehaus have long advocated this. If findings from the two are brought together in meaningful ways, then I am open to it as MMR. Any reference to it as MMR in an article, would need to acknowledge the different perspectives. Morse, J. M., & Niehaus, L. (2009). *Mixed method design: Principles and procedures*. Walnut Creek, CA: Left Coast Press

17. May you say something more about the multimethod vs mixed methods in scale development?

Multi-method studies use two methods, generally to answer different research questions. There is never any real intent to bring them together to see how they inform each other. There is no discussion of the insight that is gained by doing that. They are often reported separately.

18. What would be a useful resource for learning the fundamentals of mixed methods research design? My institution doesn't permit mixed methods for dissertations, and I'm now looking ahead past my qualitative dissertation to the mixed methods work I'd like to do moving forward. Mixed methods was mentioned briefly in the research design course but not gone into in depth.

Maybe this resource will help.

https://www.researchgate.net/publication/303541823_A_Primer_About_Mixed_Methods_for_Research_in_an_Educational_Context

19. Can phenomenological and quantitative methods mix? Or is it oil and water?

I am not aware that much has been written about this. I mentioned that David Feldon has written a chapter on this. Phenomenography as a Foundation for Mixed Models Research <https://doi.org/10.1177/0002764218772640>