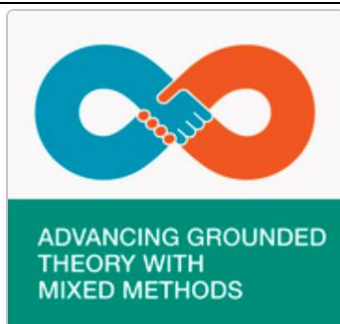


## APA WEBINAR: QUAL FRIENDLY MIXED METHOD RESEARCH

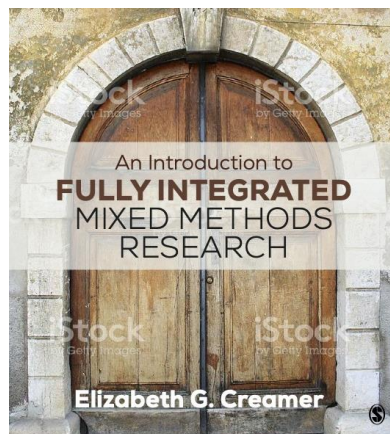
Dr. Elizabeth G. Creamer, Professor Emerita (creamere@vt.edu)  
 APA Qualitative Research Series  
 September 22, 2022

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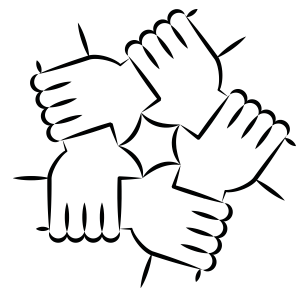


2021

<https://www.routledge.com/Advancing-Grounded-Theory-with-Mixed-Methods/Creamer/p/book/9780367174804>



2018, SAGE



*Leveraging Visual Displays in Mixed Methods Research* (in progress, Routledge/Francis Taylor)

## A Bit About My Background

Editor in Chief  
 MMR  
*Methods in Psychology*



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## Poll # 1: How familiar are you with mixed method research?

- a. Not at all.
- b. I have a basic, introductory level of knowledge.
- c. I am familiar with some of the literature about mixed method research.
- d. I have taught mixed method research.

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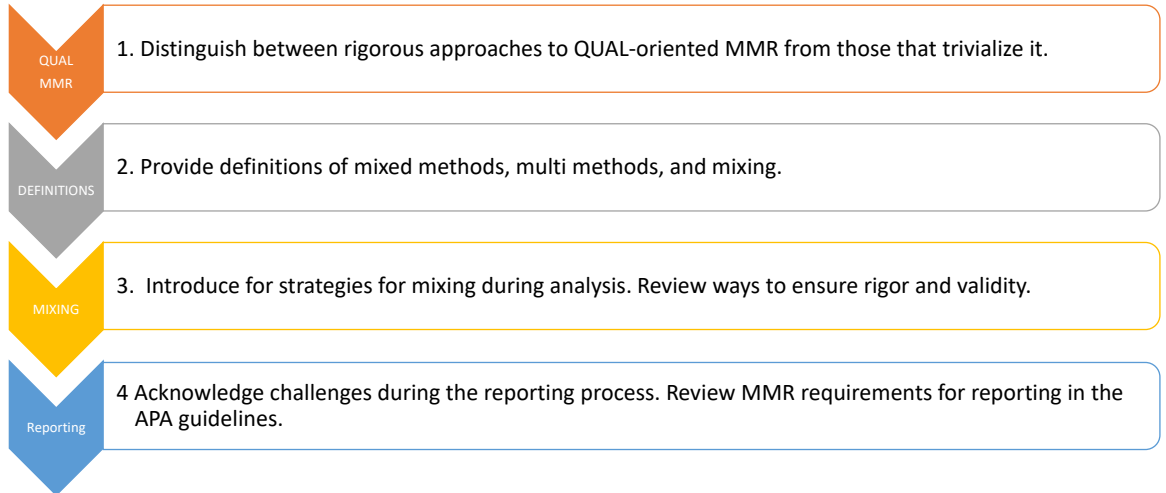
## Overview

1. PART 1: Definitions, Misperceptions  
BREAK
2. PART 2: Strategies that Promote Meaningful Mixing
3. PART 3: Reporting, Quality standards

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# Objectives



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# My Approach to Research Methods



1. Tools, not rules.
2. There's a lot of overlap between QUAL and QUANT approaches.
3. All methods are adapted to the needs and practicalities of the research context.
4. All methods evolve with use over time.

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## There is a Group of Qualitatively-Oriented MIMR Researchers Who Have Influenced my Thinking

Joe Maxwell

Anthropology



Pat Bazeley

Community Psychology



Sharlene Hesse-Biber

Sociology E. G. Creamer (creamere@vt.edu)

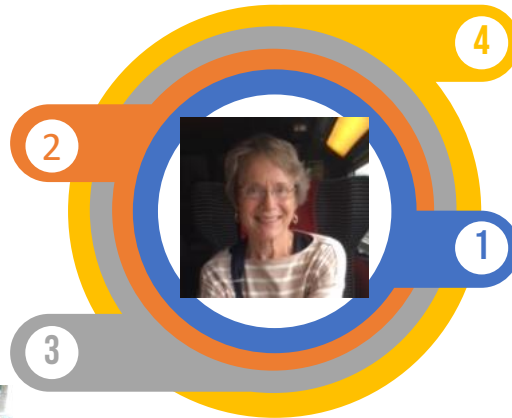
Jennifer C. Greene

Ed  
Psychology



Margarete Sandelowski

Nursing



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## Poll # 2: What position do you hold?

- a. I am a graduate student.
- b. I am a postdoctoral student or research associate.
- c. I am a faculty member.
- d. I am an independent researcher.
- e. None of the above.

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# Definition of MMR

A systematic approach to data collection and analysis that

**integrates** qualitative and quantitative data and analytic

procedures with a **commitment to meaningfully engage**

**multiple perspectives** while respecting the methodological

assumptions of each method (Creamer, 2018)

## ANALYTICAL LOGIC

A mixed methods way of thinking aspires to better understand complex social phenomenon by intentionally include multiple ways of knowing and valuing and by respectfully valuing differences" (Greene, 2007, p. 17).

## ANALYTICAL LOGIC 2

The sum is greater than the parts.



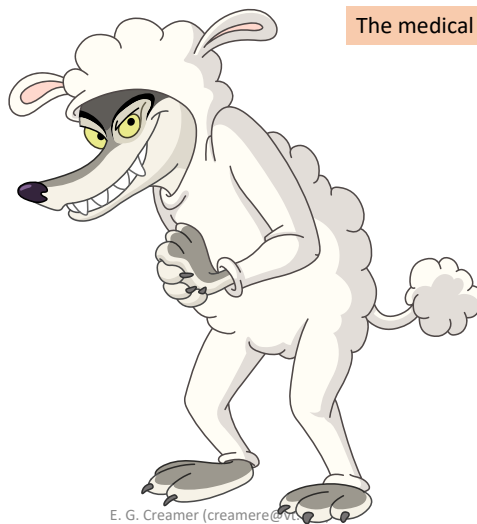
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## Why is MMR So Often QUANT Dominant? The Critique of it as "Positivism in Drag"; A Wolf in Sheep's Clothing

Way this is manifested:

1. QUAL is reduced to frequencies.
2. QUAL is sprinkled in with the text through a couple of quotes from interviews.



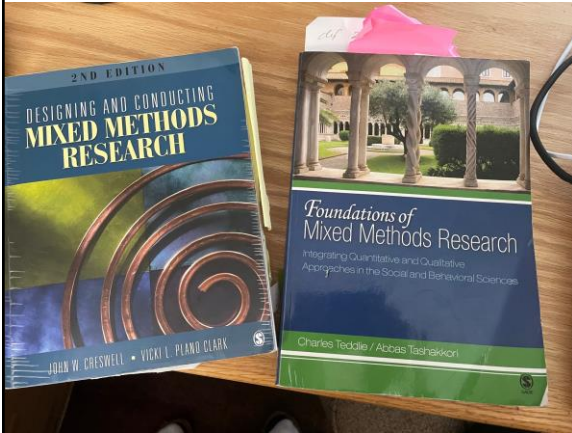
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The medical model is largely to blame for this.

Giddings, L. S. (2006). Mixed-method research: Positivism dressed in drag? *Journal of Research in Nursing*, 11(3), 195-203. DOI: 10.1177/1744987106064635.

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# Explanations for Why MMIR is Often QUANT Dominant



1

Post Positivist Grounding of  
Core Textbooks

2

Disciplinary Orientations –  
Medical Model

3

Funding Agencies - NIH

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# Characteristics of MMR with a Qualitative Orientation

1. *QUAL analytical procedures make a significant contribution to the analytical insight and the conclusions drawn. For example:*
  1. *Incorporated in drawing a sample.*
  2. *Integrated in a theoretical framework or model.*
2. *Incorporates procedures that are aligned with a specific QUAL tradition/approach.*

The most comprehensive description of QUAL directed research: Hesse-Biber, S. N. (2018). Toward an understanding of a qualitatively driven mixed methods data collection and analysis: Moving toward a theoretically centered mixed methods praxis. In U. Flick

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## Tell-Tales Signs of Trivializing QUAL in MMR

	QUAL
Research Questions	Research questions are QUANT. Not paired with a QUAL tradition.
Data Collection	Small homogenous sample (< 20)
Data Collection	Only one source of data.
Data Analysis	QUAL data re not systematically analyzed.  Quotes interspersed for “human interest”  Analysis rests on counting QUAL.

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Poll # 3: Have you been discouraged from using mixed methods?

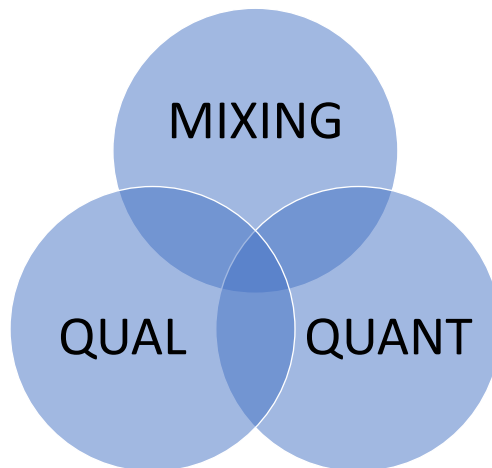
a. Yes.

b. No.

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## Mixing is Central to the Definition of MMR



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## Definition of Integration

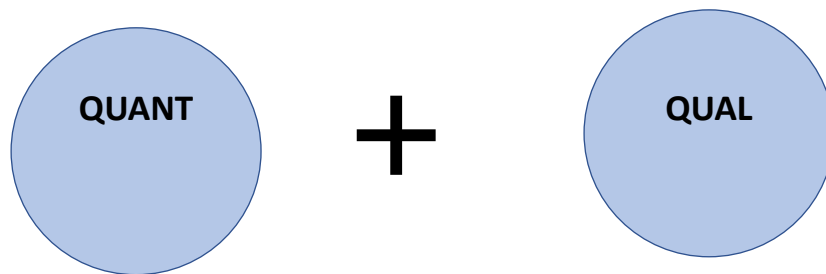
Integration “involves the generation of tangible relationships among methods, data, and/or perspectives, retaining the integrity of each.” (Moran Ellis et al., 2006, p. 51)

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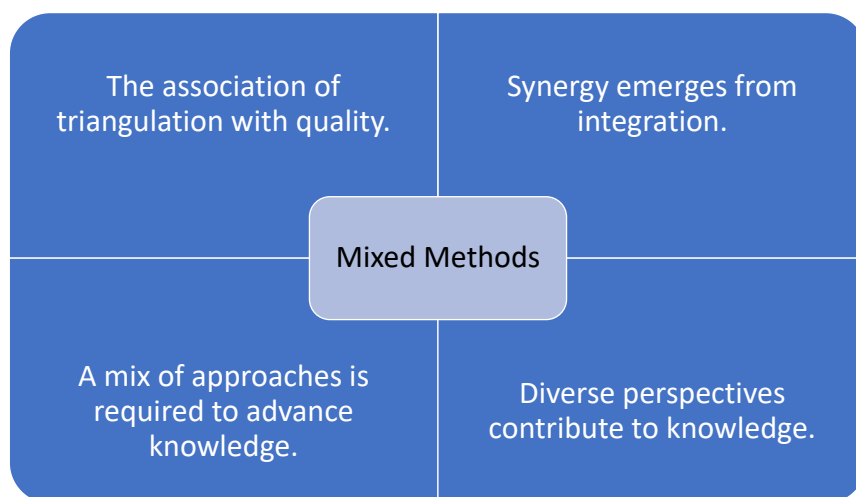
## Without Mixing, It's Multi-Method Research



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## Core Beliefs about MMR



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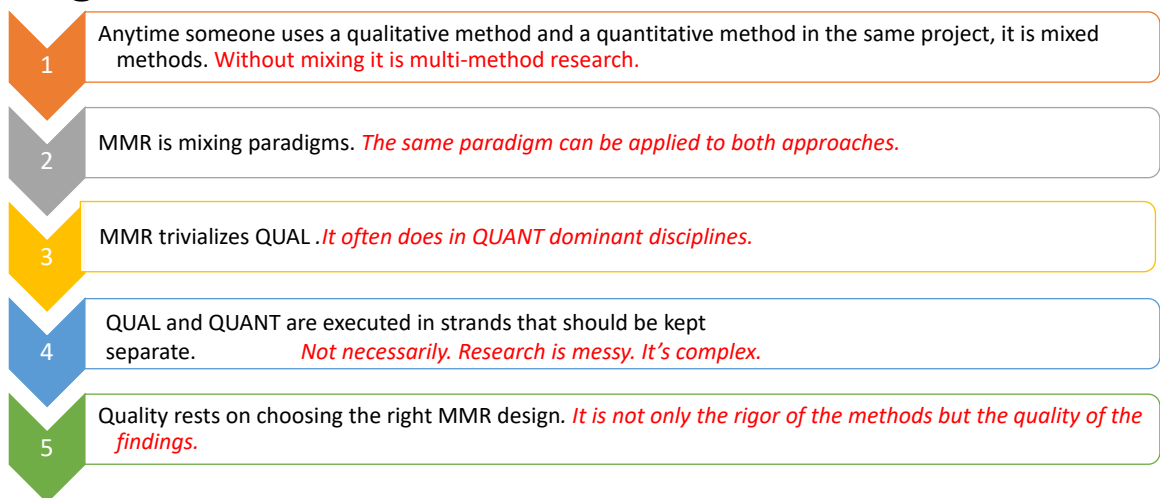
## Poll # 4: What is the most common misperception about MMR?

- a. Anytime someone uses both qualitative and quantitative methods in the same study its mixed methods.
- b. MMR is mixing paradigms.
- c. MMR trivializes QUAL.
- d. QUAL and QUANT should be executed in separate strands.
- e. Quality rests on choosing a MMR design

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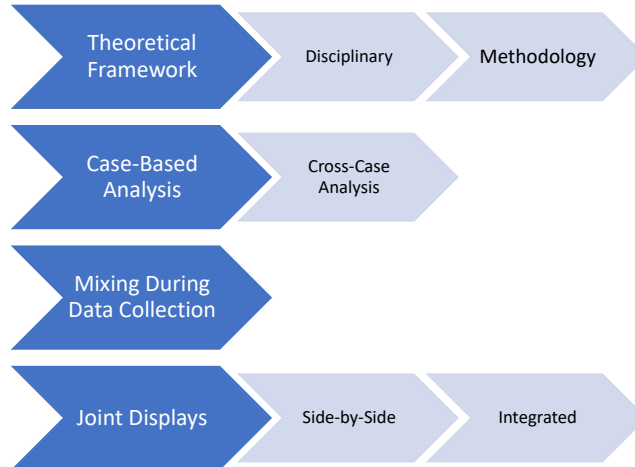
## Misperceptions about Mixed Methods by Stage of the Research Process



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## Strategies that Promote Meaningful Integration to Generate Analytical Insight



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## Multi-Dimensional Research Questions with an Intervention

RQ1: (QUANT) Was the intervention successful in promoting positive change among participants?

RQ2: (QUAL) What strategies proved effective in promoting positive change?

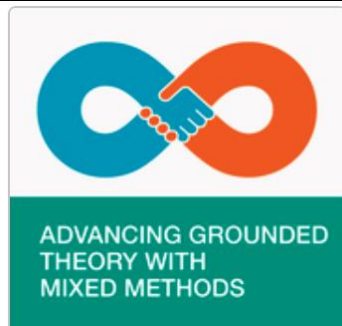
RQ3: (MMR) What environmental conditions facilitated positive change?

RQ3: (MMR). What are the similarities and differences between participants who experienced positive emotional health and those who did not?

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## Systematically Embedding Integration by Pairing MMR with an Established QUAL Methodology- MM-GTM



Core constructs and ideas about relationships between them  
embedded in

1. Research questions
2. Instruments used to collect data
3. Approach to analysis
4. Model included in reporting

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## Integrating During Data Collection

Examples:

1. During an interview, asking a participant to rate themselves on a scale and then explain why they picked that number.
2. During an interview, asking a participant to complete a timeline or map and then asking them to annotate it.

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**TIMELINING:****QUAL AND MMR****DURING OR AFTER****DATA COLLECTION**

**Definition:** Can be used for both data collection and analysis. A procedure where data are plotted across a time dimension on a horizontal axis. Also referred to as lifelines. Can be paired with event analysis as a theoretical framework where the point of analysis is to identify key events and transitions.

QUAL	MMR
Data are usually plotted on the horizontal (x-axis) and annotated.	Data arrayed on a horizontal axis (the x axis) is linked to data, generally a QUANT measure, on the vertical (y axis)

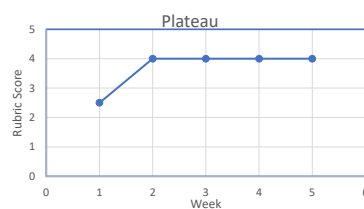
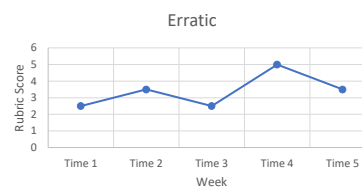
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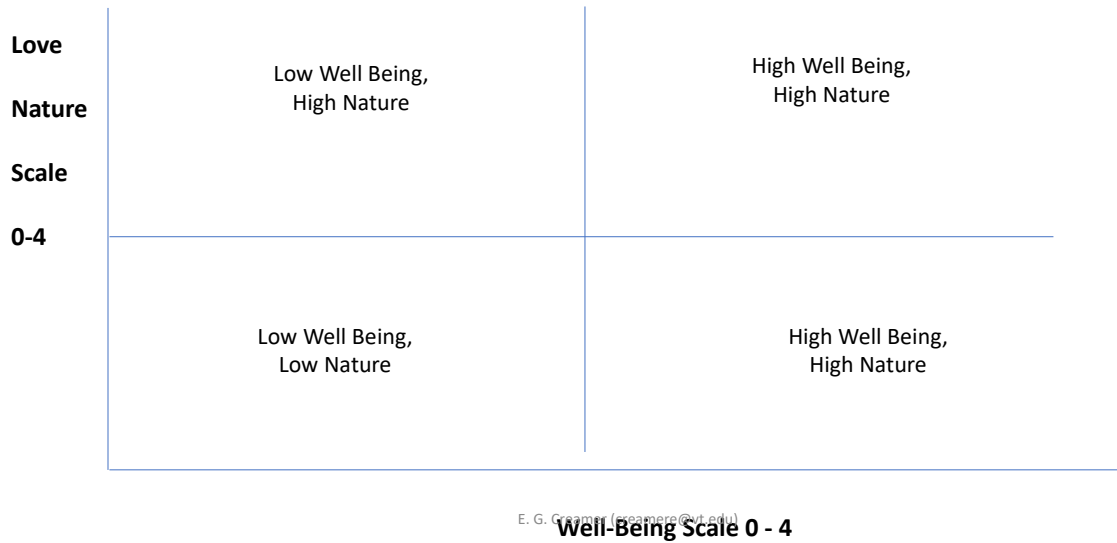
## QUALITIZING: Annotating a Timeline



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## Annotating a 2 x 2 Matrix



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## Case-Based Analysis

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# Considering an Integrated Visual Display as the Basis of a Case-Based Analysis

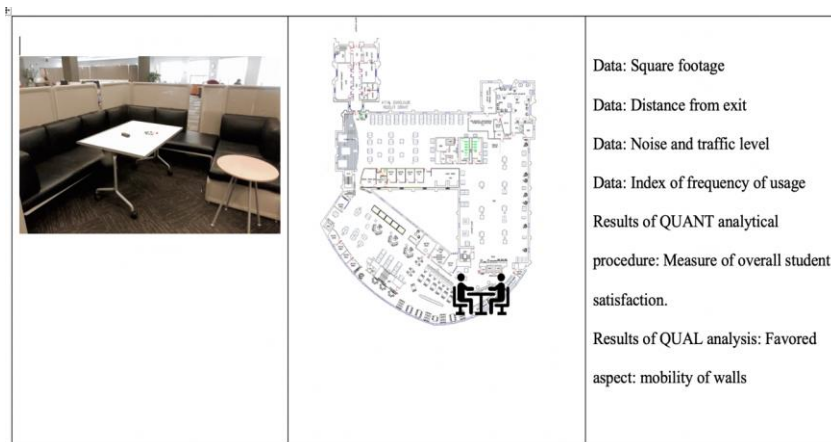
1. **Case-based analysis.** Qualitative and quantitative data are integrated in a narrative or *visualization* for a holistic, multi-dimensional understanding and further analysis and comparison.
2. Differs from variable-based research.
3. A key strategy for integrating different types of data.
4. A visual display can represent a single case or a group of cases.
5. Can be used to build analytical understanding or theory or to expand the ways an existing theory is used.

Creamer, E. G. (AERA 2021 Research Paper). *Leveraging an Integrated Visual Display for Case-Based Analysis in Mixed Method Research.*  
<https://aera21-aera.ipostersessions.com/default.aspx?s=77-02-DA-8C-B3-10-2D-C9-C6-C7-44-AC-59-A0-19-94>

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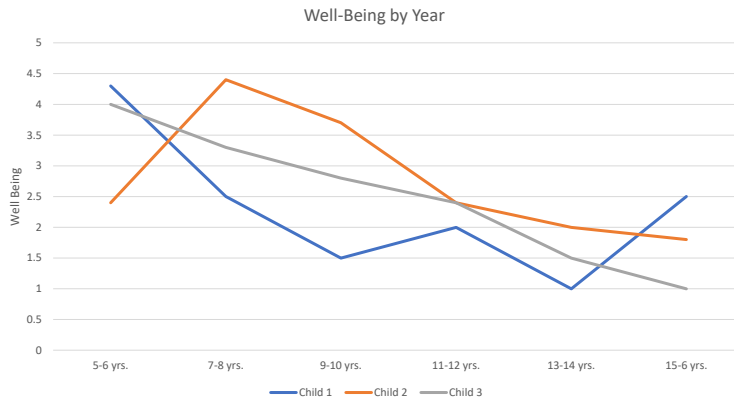
## Using a Visual Display as the Basis of a Case-Based Analysis



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## Case-Based Analysis of Groups by Trajectory that Includes Qualitative and Quantitative Data



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## Shell of a Concordance Table to Document the Strength of Support For Themes Across Cases

Theoretical Proposition	Case 1	Case 2	Case 3
Proposition # 1	Low	Moderate	Moderate
Proposition # 2	Strong	Strong	Low

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## Joint Displays

Definition: A systematic way of aligning QUAL and QUANT data or findings in a table or figure.

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### A Joint Display: Aligning Qualitative Data with a Quantitative Score That Allows the Exploration of a Relationship

Concern About Stigma Score	Participant	Treatment Options for ADHD	Qualitative Quotes
<i>Highest Scores</i>			
54	XX04	Long-Acting Medicine	"I do not want to become addicted to a medication."
50	XX16	Behavior Therapy	"It takes too long and people will find out about it."
44	XX33	Counseling	"I do not trust counselors."
<i>Lowest Scores</i>			
22	XX09	Short -Acting Medicine	"I don't want to feel drugged."

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## A Joint Display where New Themes are Generated from Peters et al. (2021) – OPEN ACCESS

Table 1 Learner Activity Sub-Components (Table view)

Quantitative Data	Quantitative Categories	Pillar Building Themes	Qualitative Categories	Qualitative Codes
Factor Scores	PCA Solutions for Block 1: Learner Activity		Associated Strategies	Student Quotes
-Integrating and elaborating digital content that others have created (0.827) -Creating and Developing your own digital content (0.812) - Creatively using digital technologies by applying different tools and resources (0.796) - Identifying technological needs and solving problems (0.792) - Collaborating in the cocreation of resources and knowledge (0.708)	<i>Creative and Collaborative Activities</i>	<b>Digital Creation, Production &amp; Collaboration Activities</b>	<i>Engaging in interest driven new media production</i>	<i>'I started a podcast outside work because I heard someone on a podcast say it was quite easy. So I was always quite self-directed if I'm interested in learning something'</i>

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Poll # 5: Which strategy for mixing during analysis might be most useful to your research?

- Embedding mixing through a theoretical framework.
- Mixing during data collection.
- Case-based analysis.
- Joint displays.
- None of the above

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## Reporting

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## What are Best Practices to Ensure Rigor and Validity in Qualitatively Oriented MMR?

1. Pairs mixed methods with an established qualitative method like grounded theory, case study, phenomenology, discourse analysis, etc. in an informed way.
2. Incorporates tables and figures in reporting that show the links between a theoretical framework and the research methods.
3. Incorporate a table that shows that the coding scheme was developed systematically.
4. There is an adequate sample size and a diverse sample in both the qualitative phase and the quantitative one.
1. Using qualitative, quantitative, and mixed analytical procedures to generate analytical insight.
2. Collecting QUAL and QUANT data about some of the same constructs.

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## Poll # 6: How well respected is qualitative research among colleagues in your work environment?

- a. Not at all.
- b. Somewhat.
- c. Well respected.
- d. I am an independent researcher.

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## APA Reporting Standards for MMR (Levitt et al., 2018)



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American Psychologist

2018, Vol. 73, No. 1, 26–46  
<http://dx.doi.org/10.1037/amp0000031>

### Journal Article Reporting Standards for Qualitative Primary, Qualitative Meta-Analytic, and Mixed Methods Research in Psychology: The APA Publications and Communications Board Task Force Report

#### *Excerpts from Requirements for the Methods Section*

1. Explain why mixed method research is appropriate given the paper's goals.
2. Identify the type of mixed methods design used and define it.
3. Indicate the qualitative approach to inquiry (e.g., ethnography) and the quantitative approach (e.g., randomized experiment)...
4. If multiple approaches to inquiry are combined describe how this was done and provide a rationale (e.g., feminist, postmodern)...
5. Provide a rationale for the need to collect both qualitative and quantitative data and **the added value of integrating results.**

#### *Excerpts from Requirements for the Findings/Results Section*

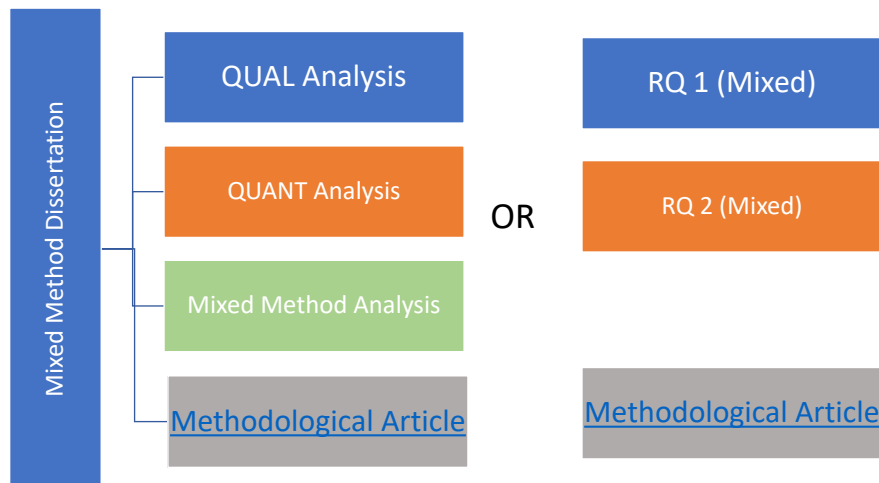
1. Indicate how the qualitative and quantitative results were mixed or integrated.

Levitt, H. M., Creswell, J. W., Josselson, R., Bamberg, M., Frost, D. M., Suarez-Orozco, C. (2018). Journal article reporting standards for qualitative primary, qualitative meta-analytic, and mixed methods research in psychology: The APA publications and communications task force report. *American Psychologist*, 73(1), 26–46.

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## The Controversy about Multiple Publications: Where's the MMR Part?



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## Wrapping up with a Consideration of the MMR Literature

To learn more about QUAL oriented Mixed Method Research:

1. You need to move beyond mainstream MMR textbooks.
2. You need to read the literature produced by methodologist like Hesse-Biber, Morse, and Sandelowski who have specialized in it.

[Link to Special Issue Call \(Due Date for Submissions: Dec 1, 2022\)](https://www.journals.elsevier.com/methods-in-psychology/call-for-papers/special-issue-on-advancing-methodological-boundaries-by-innovation-in-the-pairing-of-mixed-methods-with-qualitative-methods)

Pairing MMR and QUAL in Psychological Research

<https://www.journals.elsevier.com/methods-in-psychology/call-for-papers/special-issue-on-advancing-methodological-boundaries-by-innovation-in-the-pairing-of-mixed-methods-with-qualitative-methods>

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