

Mixed Methods Approaches

In the text, we suggested waiting to design a mixed methods study until you are more familiar with research, and have more than a semester to complete a project. That said, we did want to provide you with a web table to help guide you. This table demonstrates several ways in which qualitative and quantitative methods can be combined in a single study. You will notice the main considerations are (a) if one approach is dominant, (b) if both approaches carry equal weight in a study, and (c) the sequencing of each approach.

Web Table 2.1

Selected Types of Mixed Methods Approaches

| Type | Notation | Description |
|--------------------------|---------------------------|--|
| Quantitative Dominant | QUAN, qual | Primarily quantitative study, but uses some qualitative data collection. Typically useful for better understanding some of the quantitative findings. For example, some open-ended questions asked as part of a primarily closed-ended survey. Data collected at the same time. |
| Qualitative Dominant | QUAL, quan | Primarily qualitative study, but uses some quantitative data collection. Typically useful for testing some of the qualitative findings. For example, quantifying some of the qualitative themes to determine which themes were mentioned more frequently. Data collected at the same time. |
| Triangulation Convergent | QUAN → Compare QUAL | Data inform one another. Data collected at the same time. |
| Exploratory Sequential | QUAN + QUAL | Data collected with one method first and then the second method next. Both data sets used equally. |
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| Embedded | QUAN (qual) | Qualitative study embedded in a primarily quantitative study. The embedded study data collection can occur at any phase of the research. |
| Embedded | QUAL (quan) | Quantitative study embedded in a primarily qualitative study. The embedded study data collection can occur at any phase of the research. |