Chapter 31
Creating and Implementing a Mixed Method Research Study

Mette L. Baran
Cardinal Stritch University, USA

Janice E. Jones
Cardinal Stritch University, USA

ABSTRACT

This chapter serves as a guideline for outlining the core characteristics of mixed methods research (MMR) and the various steps researchers undertake in order to conduct a research study. The purpose is to create a worksheet assisting the researcher step by step from beginning to end following the seven steps to conducting research. While the focus is on MMR the steps are similar for any type of research methodology. It is important to note that MMR is not a limiting form of research. Researchers need a MMR question and a mixed methods purpose statement for the research project. This chapter will also help explain why mixed method research is one of the best approaches in answering a research question. Finally, the chapter includes a suggestion to the importance of adding a visual diagram of the MMR into the research project and into the final report.

INTRODUCTION

The following checklist is a list of decisions researchers need to consider at the start of any MMR project. The various prompts are displayed in a logical step by step fashion which is typically the outline followed when conducting empirical research. The authors envision practitioners to complete each section and then build on the previous decisions when completing the worksheet. The information can then be compiled to be used in a master's thesis, dissertation, or any research study.

STARTING YOUR RESEARCH JOURNEY

Use the guiding questions below to develop your research plan.

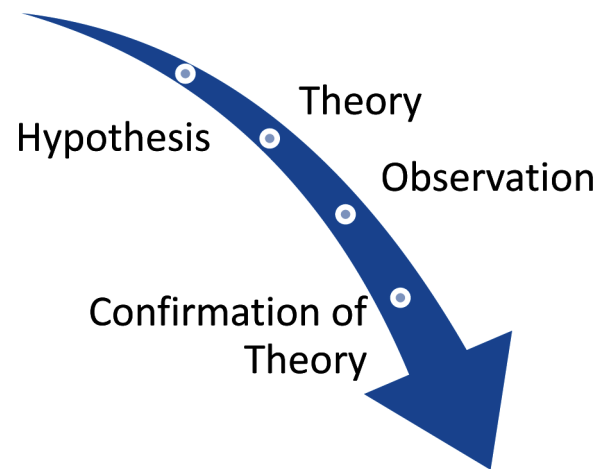### Reasons for Conducting Mixed Methods Research?

- The Compatibility of Quantitative and Qualitative Methods.
- Strengths and Weaknesses of Mixed Methods Research.
- Triangulation, Complementarity, Expansion.

Characteristics of Quantitative Research

- Deductive data analysis.
- Strength and Weaknesses of Quantitative Methods (Figure 1).

Figure 1. Steps in deductive research
Source: Trochim, 2006

Characteristics of Qualitative Research

- Inductive data analysis.
- Strengths and Weaknesses of Qualitative Methods (Figure 2).

Order of Methodology: Which Comes First: Quantitative or Qualitative?

- **Explanatory:** Quantitative data are collected first with qualitative data collection following.
- **Exploratory:** Qualitative data are collected first with quantitative data collection following.
- **Descriptive:** Either Quantitative or Qualitative comes first.

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