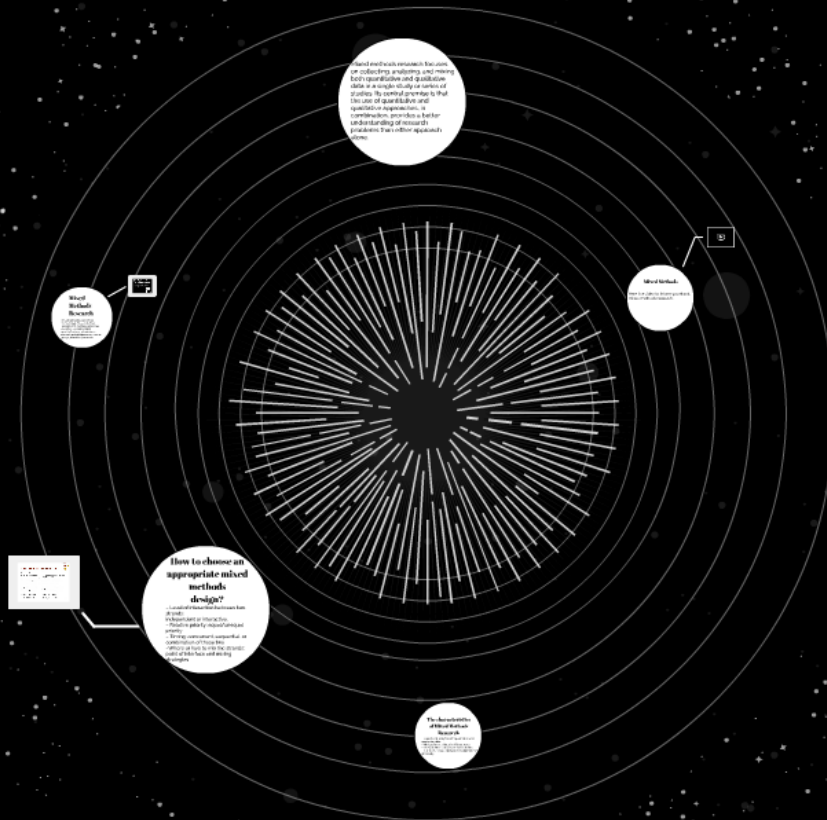


## Mixed Methods Research

By: Tamra Daniels-Robinson



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# **Mixed Methods Research**

Mixed methods research is a methodology for conducting research that involves collecting, analyzing, and integrating quantitative (e.g., experiments, surveys) and qualitative (e.g., focus groups, interviews) research.

# MIXED-METHODS RESEARCH

## What does it mean?

- *Involves the use of both quantitative and qualitative methods in a single study.*
- *Those who engage in such research argues that the use of both methods provides a more complete understanding of research problems than does the use of either one.*



Mixed methods research focuses on collecting, analyzing, and mixing both quantitative and qualitative data in a single study or series of studies. Its central premise is that the use of quantitative and qualitative approaches, in combination, provides a better understanding of research problems than either approach alone.

# **Mixed Methods**

Here is a video to inform you about mixed methods research.



You **Tube**

# **The characteristics of Mixed Methods Research**

- Collect and analyze both quantitative and qualitative data.
- Mix two forms of data in different ways.
- Give priority to one or both forms of data.
- Can be in a single study or in multiple phases of a study.