Design Decisions Flowchart

- Do methods collect data at the same time?
  - Same Time
    - Same Question
      - Convergent Findings
    - Different Question
      - Complementary Coverage
  - Different Time
    - Sequential Priorities
Design Decisions Flowchart

Do methods collect data at the same time?

- Same Time
  - Same Question
    - Convergent Findings
      - QUAL = QUANT
  - Different Question
    - Complementary Coverage
      - QUAL + QUANT
      - qual + QUANT
      - QUAL + quant

- Different Time
  - Sequential Priorities
    - qual --> QUANT
    - quant --> QUAL
    - QUANT --> qual
    - QUAL --> quant
Sequential Priorities Designs

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Sequential Priorities Designs

Priority

- Quantitative
  - Preliminary
    - Qualitative → QUANT
    - Exploratory Sequential

- Qualitative
  - Follow-Up
Sequential Priorities Designs

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Exploratory Sequential Designs (qual → QUANT)

Uses a preliminary qualitative study to create content for a primary quantitative study

Applications:
- **Surveys**: creates questions that have the same meaning for both participants and researchers
- **Interventions**: makes sure that the participants’ perspectives and preferences are taken into account

Variations:
- **Discovery**: Explores poorly understood aspects of the project to determine what should be included
- **Development**: Improves the selection of elements that should be included in the project
- **Definition**: Finalizes the content of the project to maximize its effectiveness
Exploratory Sequential Designs (qual → QUANT)

Examples:

Survey:
Creating a survey of breast cancer patients to better understand their experiences with diagnosis

Intervention:
Creating a support program for recent widows that maximizes the ability to meet their needs effectively
Explanatory Sequential Designs (QUANT → qual)

Uses a follow-up qualitative study to understand results from a primary quantitative study

Applications:
- **Surveys**: Assists in understanding relationships between variables
- **Interventions**: Assists in understanding outcomes of programs

Variations:
- **Illustration**: Shows how hypothesized outcomes operate in practice
- **Investigation**: Helps understand unexpected results
Explanatory Sequential Designs (QUANT → qual)

Examples:

Survey:
Examining “outliers” to understand why some cases don’t fit the overall pattern

Interventions:
Comparing program sites that have either unusually low or unusually high responses to the intervention
Sampling Sequential Designs (quant → QUAL)

Uses a preliminary quantitative study to locate cases for a primary qualitative study

Applications:

- **Interviews**: Aids in purposive sampling to find participants who meet desired criteria
- **Case Studies**: Helps find sites that meet desired criteria

Variations:

- This is a widely used design that has received relatively little attention in the research literature
- The key procedure is to match a quantitative database to goals that are driven by purposive sampling
Sampling Sequential Designs (quant $\rightarrow$ QUAL)

Examples:

Interviews:
Locating teachers in a university who have either positive or negative experiences with online courses

Case Studies:
Finding a school where students who come from low-income families perform much better than expected
Operationalizing Sequential Designs (QUAL → quant)

Uses a follow-up quantitative study to measure aspects of a primary qualitative study

Applications:
- **Interviews**: Goes beyond a small sample to show a greater frequency of qualitative findings
- **Case Studies**: Goes beyond one or two sites to show broader application of qualitative findings

Variations:
- This design has seen relatively little use, possibly due to a confusion with “validating” qualitative findings
- The key goal is to create quantitative measures that test hypotheses generated by the primary qualitative study
Operationalizing Sequential Designs (QUAL $\rightarrow$ quant)

**Examples:**

**Interviews:**
Converting what you learned from a set focus groups into a series of survey questions

**Case Studies:**
Creating a “demonstration” program to implement what you learned from a study site
Mixed Methods International Research Association (MMIRA)

Mission: To promote an international forum for interdisciplinary mixed methods research, including through regional and international conferences and through web-based materials (webinars and anticipated in 2020 on-line modules).

2019-2020 Conferences: Trinidad (March 2019); Japan (September 2019); New Zealand (December 2019); Baltimore (June 2020)

Discounted rates available for students and individuals from developing nations. For additional information about membership contact Sarah Munce.

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