

## Unanswered Questions from David Morgan Webinar – February 19, 2019

1. **Sana Alzahrani:** Can you suggest any good references for the sampling sequential design?

In addition to my own book, which I mentioned during the you can find examples of this kind of sampling in Teddlie, C. and Yu, F. (2007). Mixed Methods Sampling: A Typology With Examples. Journal of Mixed Methods Research, 1; 77-100.

2. **Frans Schuurman:** Is the exploratory seq qual>QUANT basically about settling the validity of the questions?

For surveys, what is known as “measurement validity” is the extent to which the questions mean the same thing to both the researchers and the respondents. So yes, the goal of this design is to maximize the validity of the measures.

3. **Frans Schuurman:** the explanatory and the sampling seq seem pretty much the same thing (explaining outliers)

The goal in the explanatory sequential design is better understanding of the outcomes of the QAUNT study, and examining outliers is one possible way to do that. In contrast, the goal in the sampling sequential design is find specific kinds of participants and cases, and choosing outliers is one possible way to finding “interesting” participants or cases.

4. **Sana Alzahrani:** how to ensure the strength of the data driven from sequential designs?

Data have to be chosen to meet a purpose, so the strength of the data amounts to its ability to its purpose within the overall design. This will vary according the position that you assign to method within the sequential design. For example, if you use focus groups in an exploratory sequential design (qual → QUANT), you might collect only two or three focus groups to get the data that you need, but that would typically not be enough data for full scale QUAL study.

5. **Ching-Yu:** so it is a 'double-check' to testify and justify my findings

Of the four sequential designs, the one that comes closest to the purposes you are describing would be sequential operationalizing (QUAL → quant). In that case, you can think of the qualitative research as generating hypotheses, that receive testing with a small, quantitative pilot test.

6. **Frans Schuurman:** It seems that the sequential mixed methods are more apt for PhD researchers than for MA-students because of the time involved for the sequences to be completed

Mixed methods research almost always requires more time and effort than mono-methods studies, and that is true of not only sequential designs, but other mixed methods designs well. Within the four sequential designs, the two that would require the least effort are the exploratory sequential (qual → QUANT) and the sampling sequential (quant → QUAL).

7. **Erin Bush:** Regarding a quant--> QUAL study the 'sampling' one you described.... My study is in that order and the QUAL is a far bigger data set and more important than the quant...but our mission wasn't to "sample". It was to just gain more insight... and then see if the two bodies of data confirmed/disconfirmed one another?

Checking whether the qualitative and quantitative data confirm or disconfirm one another falls under the heading of a convergent design (QUANT = QUAL). For that design, both methods are in all capital letters because each has to be capable of producing a methodologically adequate set of results. That is possible, but not likely if you only do a small quantitative study. Instead, if your primary goal was to "gain insight," then this sounds like a qualitatively driven study that used a sampling sequential design (quant → QUANT).