Design Decisions Flowchart

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Sequential Priorities Designs

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Priority

	Quantitative	Qualitative
Preliminary	qual ⟶ QUANT Exploratory Sequential	
Follow-Up		

Sequence

Sequential Priorities Designs

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Priority

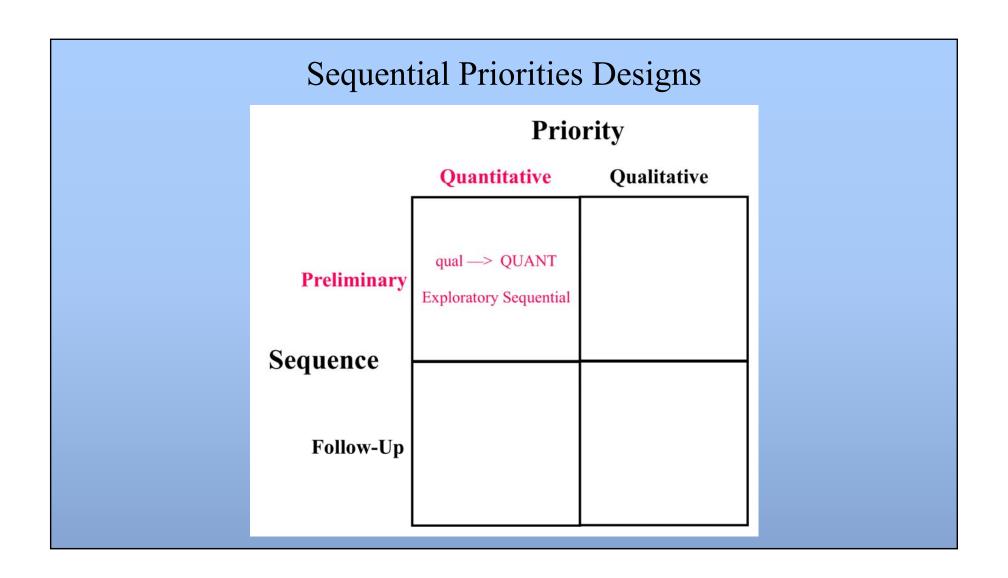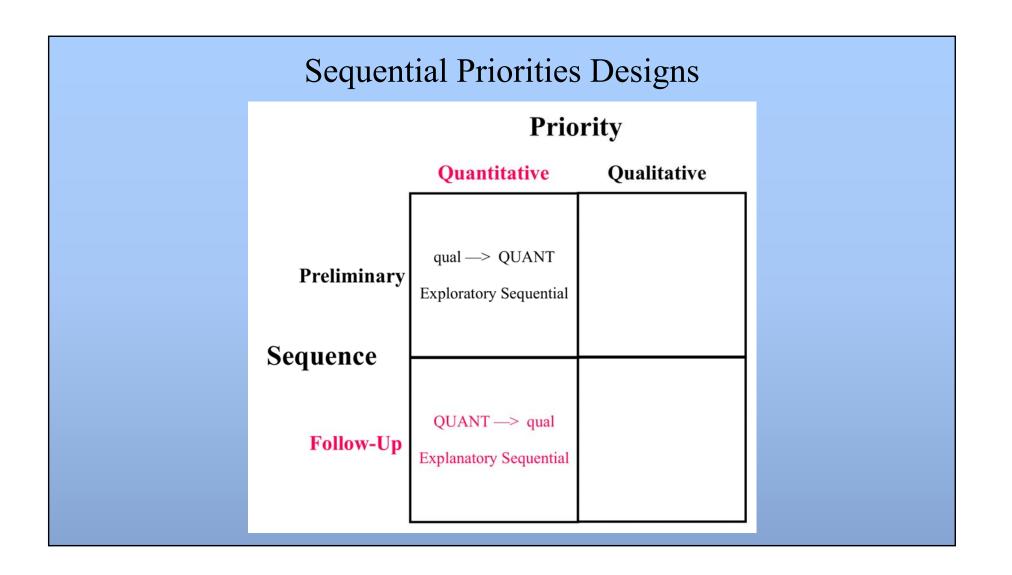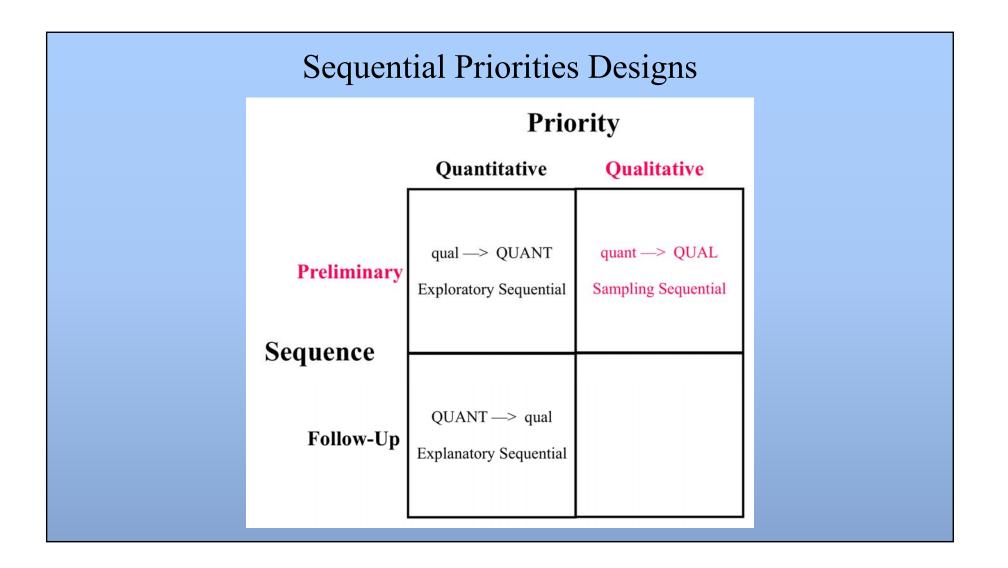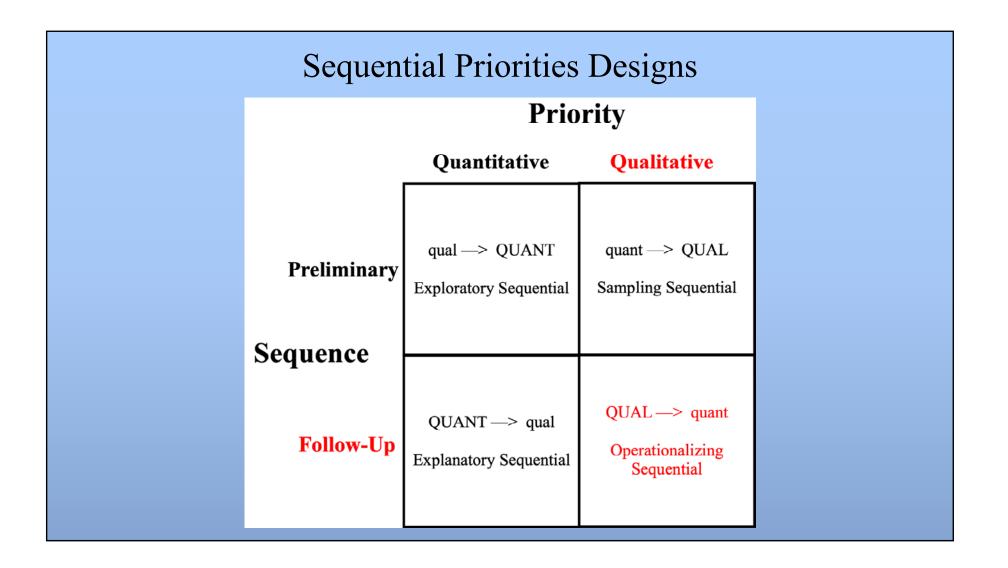|	Quantitative	Qualitative
Preliminary	qual —> QUANT Exploratory Sequential	quant —> QUAL Sampling Sequential
Follow-Up	QUANT —> qual Explanatory Sequential	

Sequence

Sequential Priorities Designs

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 → 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 → 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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