

IIQM/MMIRA Webinar Building an Integrated Mixed Methods Research Design

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2018-2019 MMIRA President

E.G.Creamer (creamere@vt.edu), April 2019, IIQM/MMIRA Webinar

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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 membership rates available for students and individuals from developing nations.

- <http://mmira.wildapricot.org/admin/website/?pageId=1514647>



A Bit About Elizabeth



- [President of the Mixed Method International Research Association \(MMIRA\) 2018-2019](#)
- Proud author of a 2018 SAGE textbook [*An Introduction to Fully Integrated Mixed Methods Research.*](#)
- *In progress textbook with Routledge, [*Advancing Theory Development with Mixed Methods*](#)*

E. G. Creamer, Aug. 2018, MMIRA 18, Vienna, Austria

What is meant by the word, “DESIGN”?

A way of conceiving a research study or project as a logically coherent, systematic whole that begins with a clearly defined research purpose and is subject to ongoing refinement and revision.

What it's not:

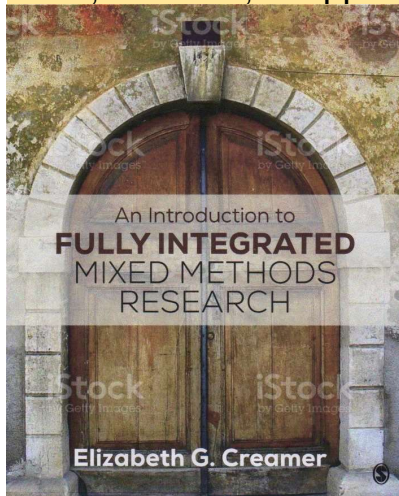
1. A Method or Set of Procedures

Content

1. Conceiving a Problem in a Multi-Dimensional Way
2. Constructing an Integrated Conceptual Framework from the Literature
3. Engaging Diverse Perspectives in the Design of a Study
4. Interfacing with Conventional Designs
5. Constraining Integration
6. Facilitating Integration
7. Some References

Integrated Approaches to MMR

Integrated mixed methods approaches are intentional about using strategies that build interdependence between sources of data, methods, or approaches (Bazeley, 2018).



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In a fully integrated approach, qualitative and quantitative data are integrated in meaningful ways throughout the phases of the research process, from the framing of the research questions, to data collection, sampling, analysis, and the process of drawing conclusions (Creamer, 2018)

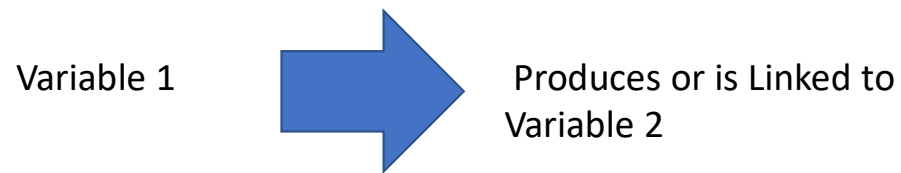
E.G.Creamer (creamere@vt.edu), AERA 2019, Toronto, Canada

Linking Integrated MMR to Complexity (see Poth, 2018)

- Rapidly changing, often unpredictable environments (as in schools, hospitals, organizations, on-line environments).
- Constructs are multi-dimensional.
- Interdisciplinary expertise is advantageous.
- Information collected is multi-level (from different constituents).
- There is substantial variability among groups.
- Some findings are paradoxical.
- A fixed set of procedures and pre-determined design is not likely to be viable.

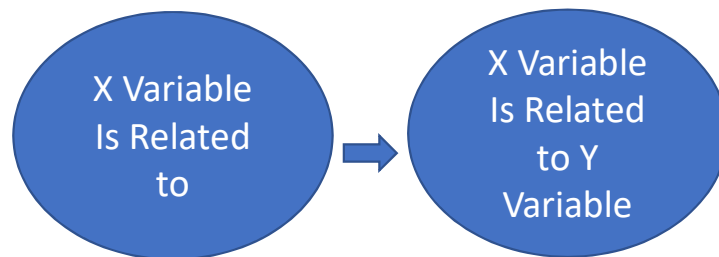
Visualizing Your Problem Theoretically and in a Multi-Dimensional Way

Uni-dimensional framing- A One-Way Relationship

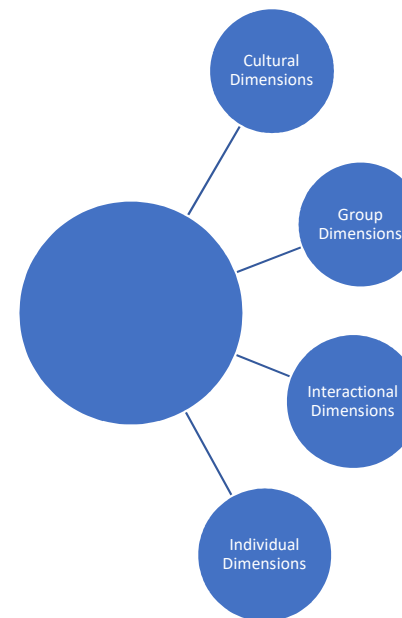


Conceiving of the Core Phenomenon in a Uni-Dimensional and Multi-Dimensional Way

UNIDIMENSIONAL



MULTI-DIMENSIONAL



Expanding the Framing of a Research Problem from Uni-Dimensional to Multi-Dimensional: A Necessity to Think Theoretically



Cross-Cultural



Cultural Influences



Organization

School
Hospital



Group

Communities
Social Network
Neighborhood
Urban Space



Relationships

Dyads
Interactions

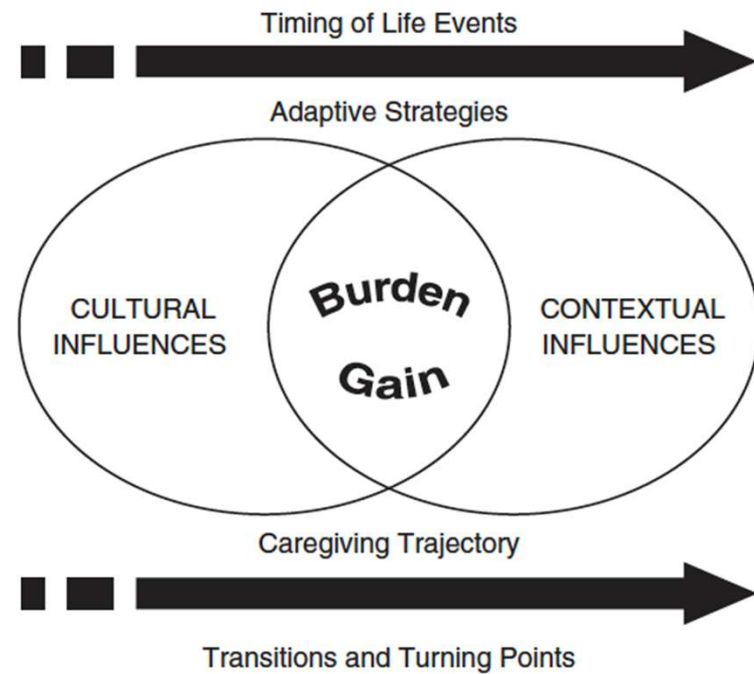


Individual

Learning
Development
Change

Conceiving
Care Giving in a
Life Course
Perspective
(from Evans et
al. 2011)

Figure 1
Life Course Perspective: Caregiving Trajectory



Multi-Dimensional Research Questions From the Life Course Perspective that Invite Integration (from Evans et al., 2011)

	Mixing	
QUANT Scale		What LEVELS OF STRAIN are expressed by caregivers?
QUAL from Participant Drawn Timeline	Mixing during analysis	What cultural, familiar, and contextual circumstances are associated with LEVEL OF STRAIN ?
QUAL-Interviews	Mixing during analysis	What are the physical and emotional consequences of STRAIN ?

Thinking
Theoretically at the
Design Phase: A
Conceptual Model in
the Form of a
Grounded Theory
by Robin
Whittemore (2006)

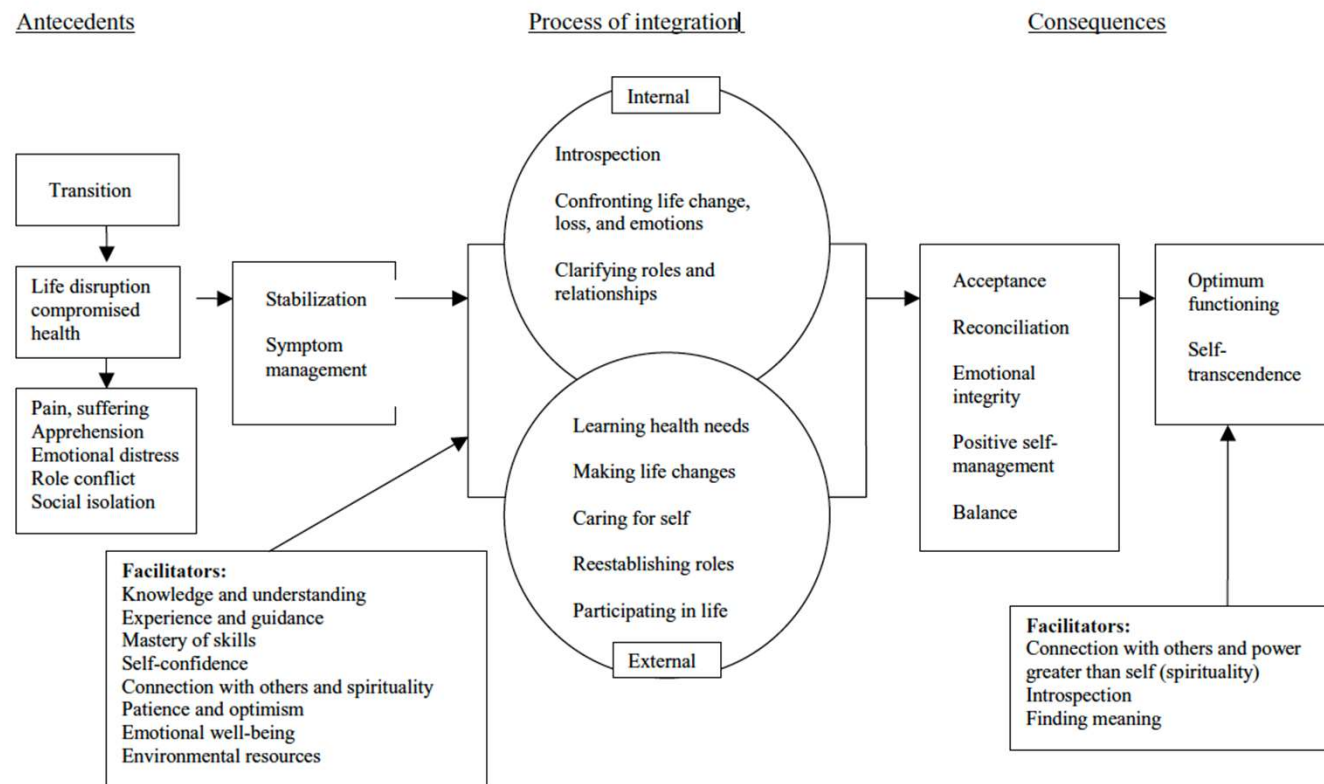


Figure: The process of integration.



Challenges to Design Taxonomies

E.G.Creamer (creamere@vt.edu), April 2019, IIQM/MMIRA
Webinar

Design Features that *Constrain Integration* - Separate QUAL and QUANT Strands & Leave Mixing to the End (from Kawamura et al. 2009)

Utilizing mixed methods to assess parasocial interaction of an entertainment–education program audience

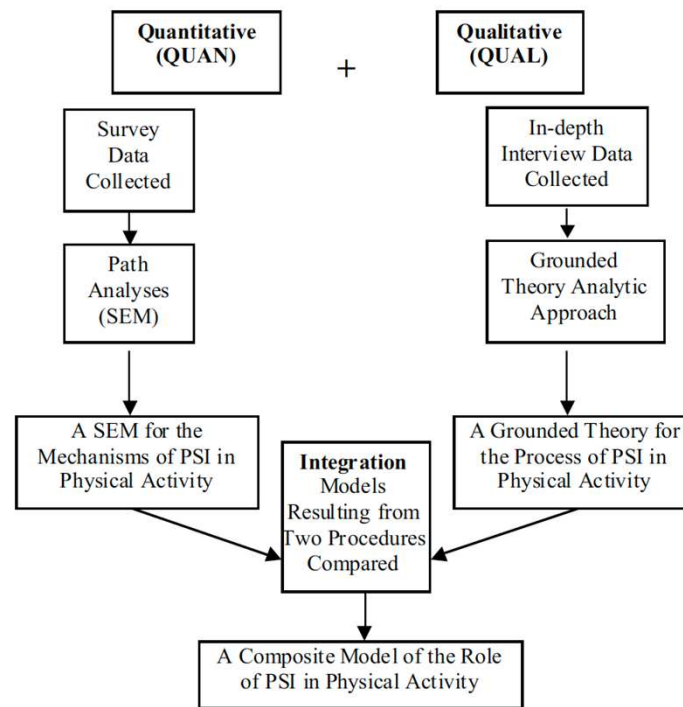


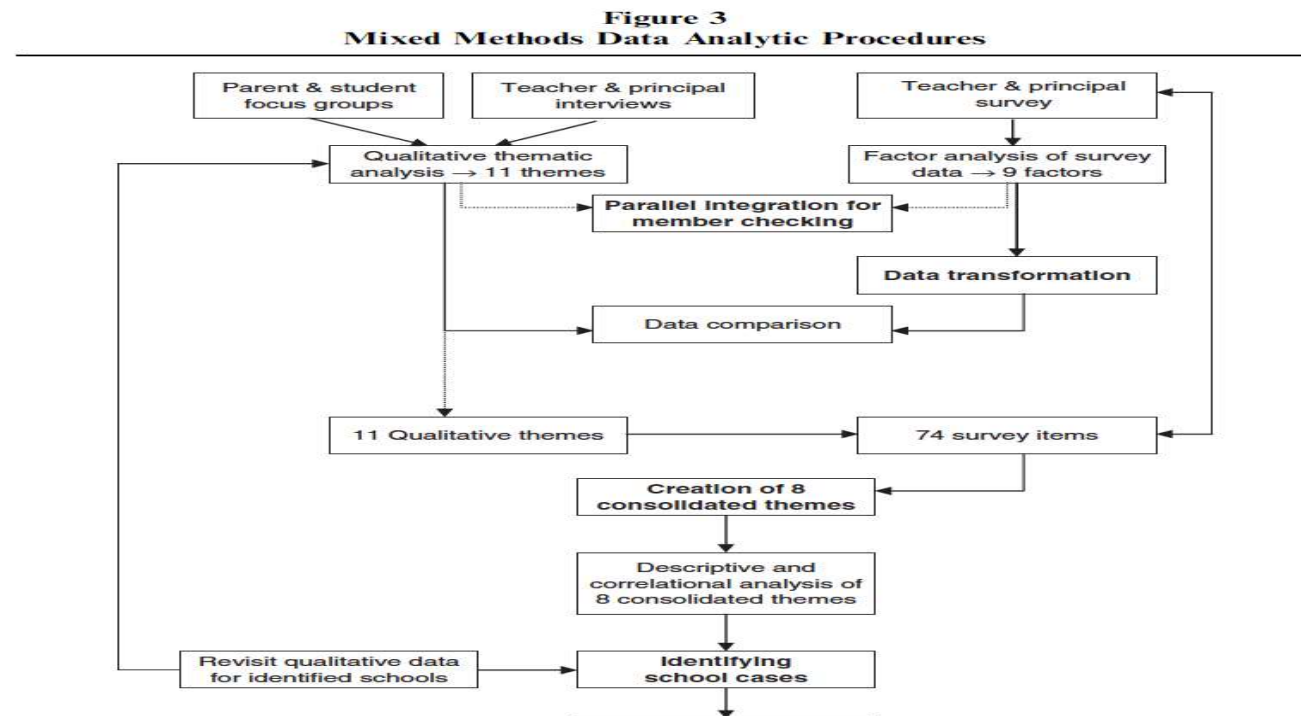
FIGURE 1: PROCEDURES FOR THE CONCURRENT TRIANGULATION MIXED METHODS DESIGN

Note: PSI = parasocial interaction

E.G.Creamer (creamere@vt.edu), AERA 2019, Toronto, Canada

Adapting to Basic Designs: Complex Designs Often Use a Combination of Basic Designs (from Jang et al. 2008)

Figure 9.2.
Figure Illustrating Steps in the Process of Mixing from Jang, McDougall, Pollon, Herbert, and Rusell (p. 230, 2008)





Building Dissonance/Complexity Into Your Research Design

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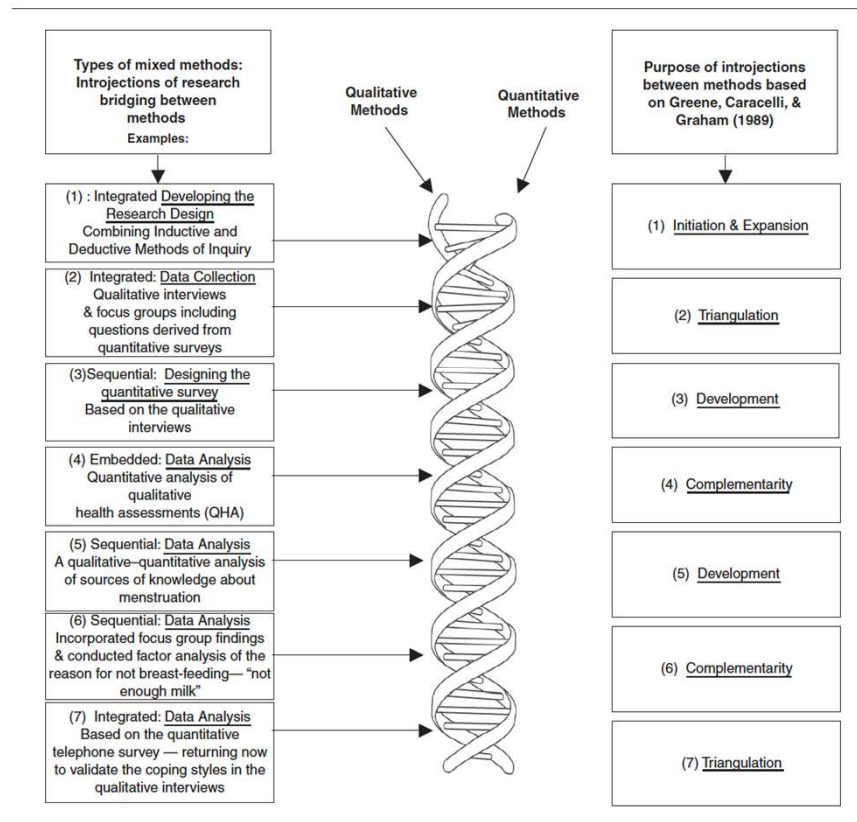
Inviting Complexity in the Design of Study

(Partially from Johnson & Schoonenboom, 2015)

1. Explore differences among participant groups.
2. Sample for diversity, even in qualitative studies.
3. Search for unanticipated outcomes.
4. Consider “extreme” and “outlier” cases.
5. Identify the characteristics of groups unlikely to benefit from an intervention.
6. Consider alternative explanations.
7. Compare the explanation generated by multiple theoretical perspectives.
8. Consult related literature in diverse fields.
9. Conduct further analysis to explain contradictory findings.

Highlighting Mixing During Reporting from Mendlinger & Cwikel (2008)

Figure 2
 Double Helix Model of Mixed Methods Research Processes:
 Seven Examples From a Women's Health Study



A Summative Joint Display: Mixing During Analysis (from Castro et al. 2010)

Table 7.4.

Contrasting Group Analysis of Qualitative Themes (Reproduced with Permission from Castro et al., 2010, p. 355)

Table 3. Contrasting Groups Story Line Statements for the Five Highest and Lowest Cases on Life Satisfaction

Case Number	Life Satisfaction Score	Quoted Statement About Machismo Self-Identification	Story Lines
Highest on Life Satisfaction			
10133	2.17	"I care about my family"; "For me it's acting like a gentleman"	<i>Story Line 1:</i> Men who value and engage in family caretaking exhibit high levels of <u>caballerismo</u> (positive machismo) in their male gender role identity, are giving and responsible, and they also experience <i>high</i> levels of life satisfaction
10147	1.57	"I'm respectful of women"; "I never bring shame to the family"	
10164	1.50	"I do my best to take care of my family"	
10343	1.48	"I treat women with respect and don't beat them"	
10371	1.42	"I bring home money and make sure there is food on the table"	
Lowest on Life Satisfaction			
10160	-1.15	"I have my flaws, I'm selfish"; "I hold a grudge forever"; "I'm not afraid to cry in front of others even strangers"	<i>Story Line 2:</i> Men who <i>do not</i> value or engage in family caretaking exhibit low levels of <u>caballerismo</u> (positive machismo) in their male gender role identity, are selfish and irresponsible, and they also
10162	-1.21	"I don't identify with working	

A Type of Joint Display: A

Theoretical Model with QUAL and
QUANT Variables and Paths from

Kawamura et al. (2009)

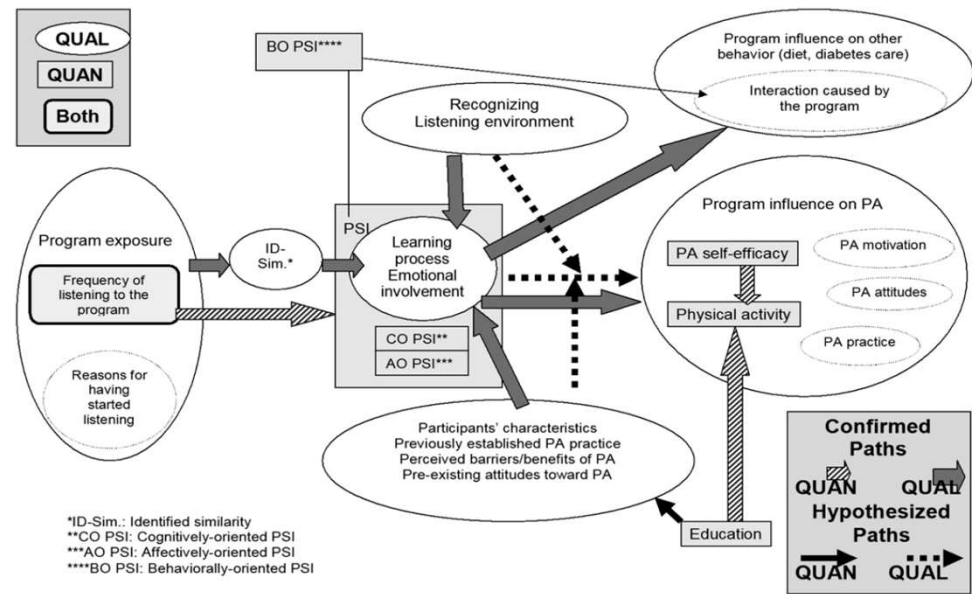


FIGURE 4: WORKING INTEGRATION MODEL

Note: QUAL = Qualitative; QUAN = Quantitative; PA = physical activity; PSI = parasocial interaction

Design Features that Inhibit Meaningful Integration

RESEARCH PHASE	PROCEDURES
Research Questions	Research questions that address separate constructs; no mixing research question.
Sampling & Data Collection	QUAL and QUANT sample are entirely discrete.
Analysis	Very secondary or insignificant second strand; do not pursue alternative explanations or paradoxical findings.
Reporting	No tables or figures that link qualitative and quantitative data or results.

Design Features that Facilitate Integration

Phase	
Design	A problem statement that reflects a paradox from the literature; core construct conceived as multi-dimensional; research questions that offer a way to link variables (versus separate QUAL and QUANT variables) start with an integrative conceptual model derived from multiple fields
Sampling	Embedded or nested sample; diverse sample
Data Collection	Simultaneous collection of qualitative and quantitative data with opportunity for participants' reflections
Analysis	Case (vs variable)-based analysis; pursue dissonance; an interactive approach to analysis that allows for a good bit of interaction between the strands.
Drawing Conclusions	Give comparable weight to findings from different sources of data.

Creamer's You-Tube Channel



Elizabeth G. Creamer

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The Value Added of Divergent QUAL and QUANT

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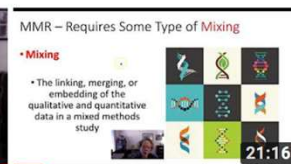
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