Mixed Methods: Approaches for Combining Qualitative and Quantitative Research Strategies (Chapel Hill)

June 16-18, 2014

Odum Institute for Research in the Social Sciences, University of North Carolina – Chapel Hill, North Carolina
2014 ICPSR Summer Program in Quantitative Methods of Social Research

Instructors:
Jennifer Wisdom, Professor of Health Policy, School of Public Health and Health Services, George Washington University
Kim Hoffman, Affiliate Instructor, Oregon Health and Science University
Paul Mihas, Senior Social Research Associate, Odum Institute for Research in Social Science, UNC-Chapel Hill

Course Objectives
The core objective in the workshop is to blend the theory and practice of designing and conducting mixed methods research. A mixed methods study is one in which the researcher collects, analyzes, and integrates both qualitative and quantitative data in a single study or a longitudinal program of inquiry.

The key ideas included in this workshop will be:

- An introduction to the methodology of mixed methods research
- Sharing examples of good, rigorous mixed methods studies
- Designing a mixed methods investigation
- Participating on a mixed methods research team, project management, and publishing mixed methods studies
- Using qualitative software in mixed methods research

As part of designing a mixed methods investigation, we encourage participants to bring to the class a mixed methods project that they can further develop or design using rigorous mixed methods procedures. This project may be a project idea, a dissertation prospectus, a proposal for funding, or a study that has already been completed. In the course an emphasis will be placed on developing a rigorous, persuasive mixed methods project including a mixed methods title, problem statement, purpose, research questions, qualitative and quantitative data collection and analysis, and interpretation. Additional considerations will be given to the use of philosophical assumptions, worldviews, and theoretical lens.
Please bring to class a one-page sketch of a project idea that you would like to work on during the workshop. Include in this sketch: a draft title, the overarching research question you would like to address, quantitative data collection, qualitative data collection, and the overall significance of the project. If you so choose, you may partner on this project with someone else in the workshop.

Prerequisites: Participant should bring to the workshop a working knowledge of both quantitative and qualitative research methods. Some attention will be given to building these skills, but the primary aim of the workshop will be to focus on mixed method. This three-day mixed methods course is offered for participants in the social, behavioral, and health sciences. It is for pre-doctoral, post-doctoral, and experienced, funded investigators.

Suggested readings:


Additional good, rigorous mixed methods studies (e.g., embedded, multiphase)

Class Sessions and Topics

Overview of the Sessions

Monday, June 16
- Morning: Introduction to mixed methods, share project ideas
- Afternoon: Examples of mixed methods studies
Tuesday, June 17
- Morning: Designing a mixed methods study
- Afternoon: Designing a mixed methods study (continued)

Wednesday, June 18
- Morning: Using qualitative software in mixed methods research
- Afternoon: Project management, teamwork in mixed methods, publishing mixed methods studies

Detailed Agenda

Monday June 16

A.M. Session
I. Introductions
II. Sharing individual project sketches that participants will work on during the course
III. Introduction to mixed methods
   a. Origins of mixed methods research
   b. Definitions/assumptions
   c. Technical developments
   d. Conceptual/theoretical developments
   e. Practical applications and adaptations

P.M. Session
IV. Examples of mixed methods studies
   a. A concurrent design example
   b. A sequential design example
   c. A multi-phase design example
   d. A health intervention embedded design example

Tuesday, June 17
A.M. Session
V. Designing a mixed methods research investigation
   a. Matching mixed methods to a research problem
   b. Drafting a working title
   c. Posing a general question
   d. Listing forms of qualitative and quantitative data collection/analysis
   e. Identifying a worldview and possible theoretical lens
   f. Determining your type of research design
P.M. Session

VI. The design process (continued)
   g. Drawing a diagram of your design and using proper notation
   h. Writing a mixed methods purpose statement
   i. Drafting quantitative, qualitative, and mixed methods research questions
   j. Ordering the topics in your mixed methods study
   k. Sharing the diagrams of design

Wednesday, June 18

A.M. Session

VII. Use of computer software for mixed methods data analysis (Paul Mihas)
   a. Evaluating software options
   b. Qualitative software capabilities (ATLAS.ti, QSR NVivo, and MAXQDA)
   c. Generating matrices and diagrams for different mixed methods designs
   d. Joint display matrices, quotation matrices, co-occurrence matrices

P.M. Session

VII. Use of computer software for mixed methods data analysis (Cont’d) Paul Mihas

VIII. Project management, teamwork, publishing mixed methods studies (Jennifer Wisdom)
   a. Setting up a mixed methods team
   b. Team leadership
   c. Institutional support
   d. Publishing outlets for mixed methods projects
   e. Strategies for getting published

IX. Summary and Wrap-Up
Jennifer Pelt Wisdom, PhD MPH
I am a Professor of Health Policy and Associate Vice President for Research at the George Washington University in Washington DC. As a licensed clinical psychologist and health services researcher, I study the organization, delivery, and quality of behavioral health treatment for children and adolescents. I have completed multiple federally funded projects that used mixed methods to assess the quality of care in adolescent substance abuse treatment and child mental health treatment. Current mixed methods projects include federally-funded studies of (1) implementation of a measure to address alcohol use among veterans with mental health or substance abuse problems, (2) how family peer advocates work within publicly funded mental health systems to improve the quality of care for children and their families, and (3) a longitudinal study of LGBT youths’ experiences with substance abuse and obtaining treatment for substance abuse. I have presented nationally and internationally on my research and on the applicability of qualitative and mixed methods to health services research.

Paul Mihas
Paul Mihas is a senior social research associate specializing in qualitative research at the Odum Institute for Research in Social Science at the University of North Carolina at Chapel Hill. He is the former managing editor of Social Forces, a journal of sociology published at the University of North Carolina Press. He has also served as a qualitative analysis consultant with ResearchTalk, Inc. since 2001 and has taught at the Qualitative Research Summer Intensive since 2005. He has lectured on qualitative methods and strategies for analysis at several universities, including the University of Puerto Rico and Temple University. His interests include memo writing as a stand-alone method; his qualitative research focuses on cancer survivors and metaphors for illness and the body. Mihas received an M.A. (1989) from the University of North Carolina at Chapel Hill.