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SCHOOL OF INFORMATION  
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# A Conversation on Mixed Methods Research, with a Focus on Why and How

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**Barbara M. Wildemuth**

School of Information & Library Science  
University of North Carolina at Chapel Hill

# Defining mixed methods research

Mixed methods research is “an approach... in which the investigator gathers both quantitative (closed-ended) and qualitative (open-ended) data, integrates the two, and then draws interpretations based on the combined strengths of both sets of data” (Creswell, 2015, p2)

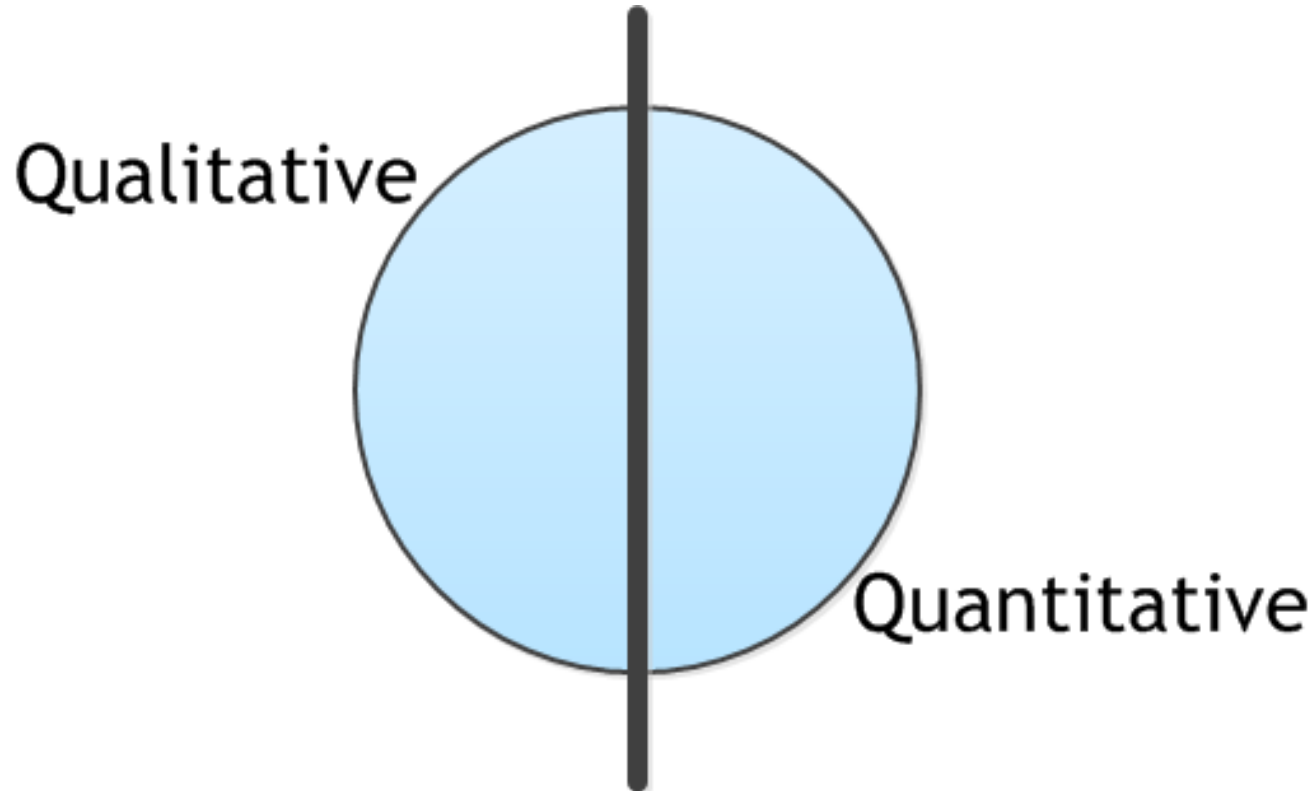
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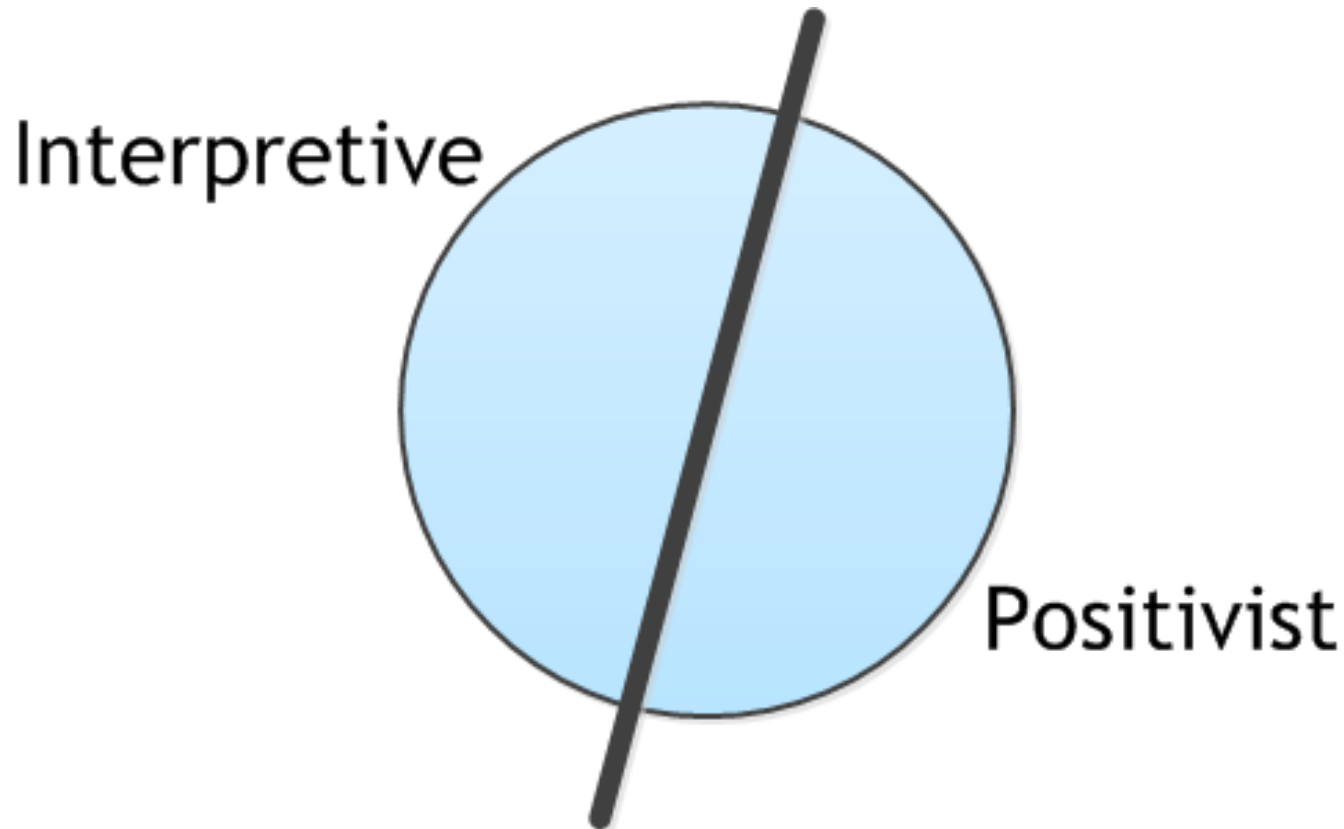
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# Differences in data type



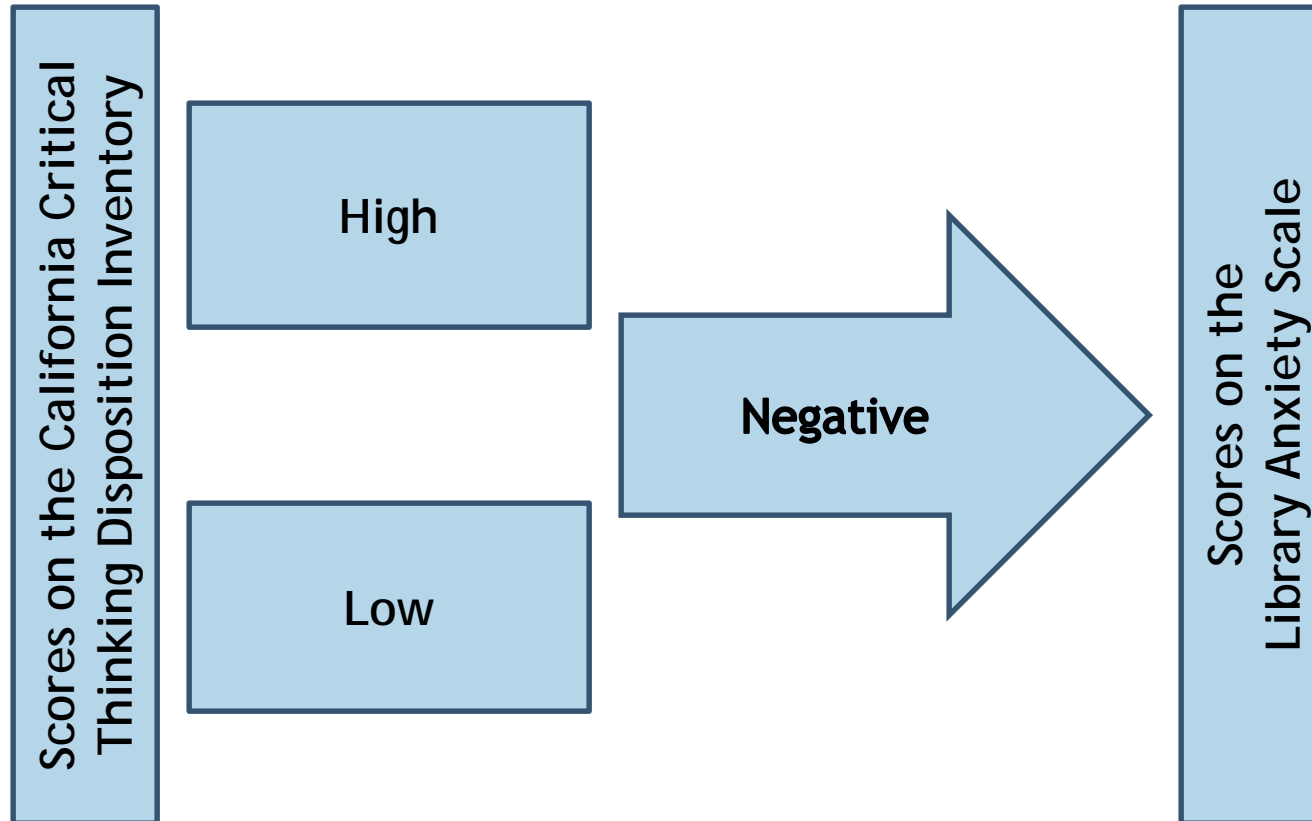
# Differences in epistemology



# Why use mixed methods?

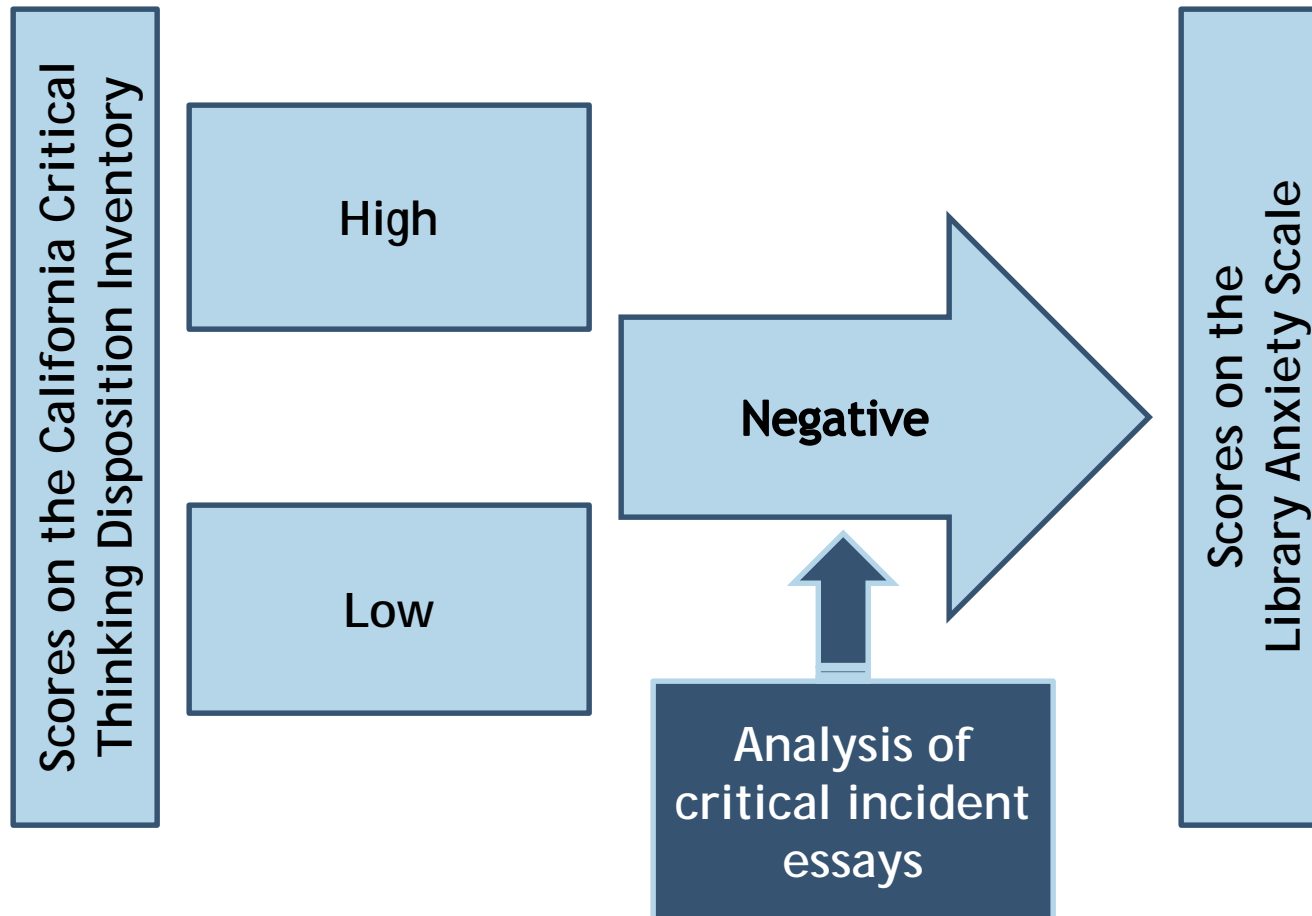
- A single type of data will not fully address the research question
  - Quantitative and qualitative data offset each other's weaknesses
  - Use qualitative data to further explain initial results from a quantitative study
  - Use quantitative data to be able to generalize results from an initial qualitative study

# Example 1: Critical thinking and library anxiety (Kwon, 2008)





# Example 1: adding in the qualitative results



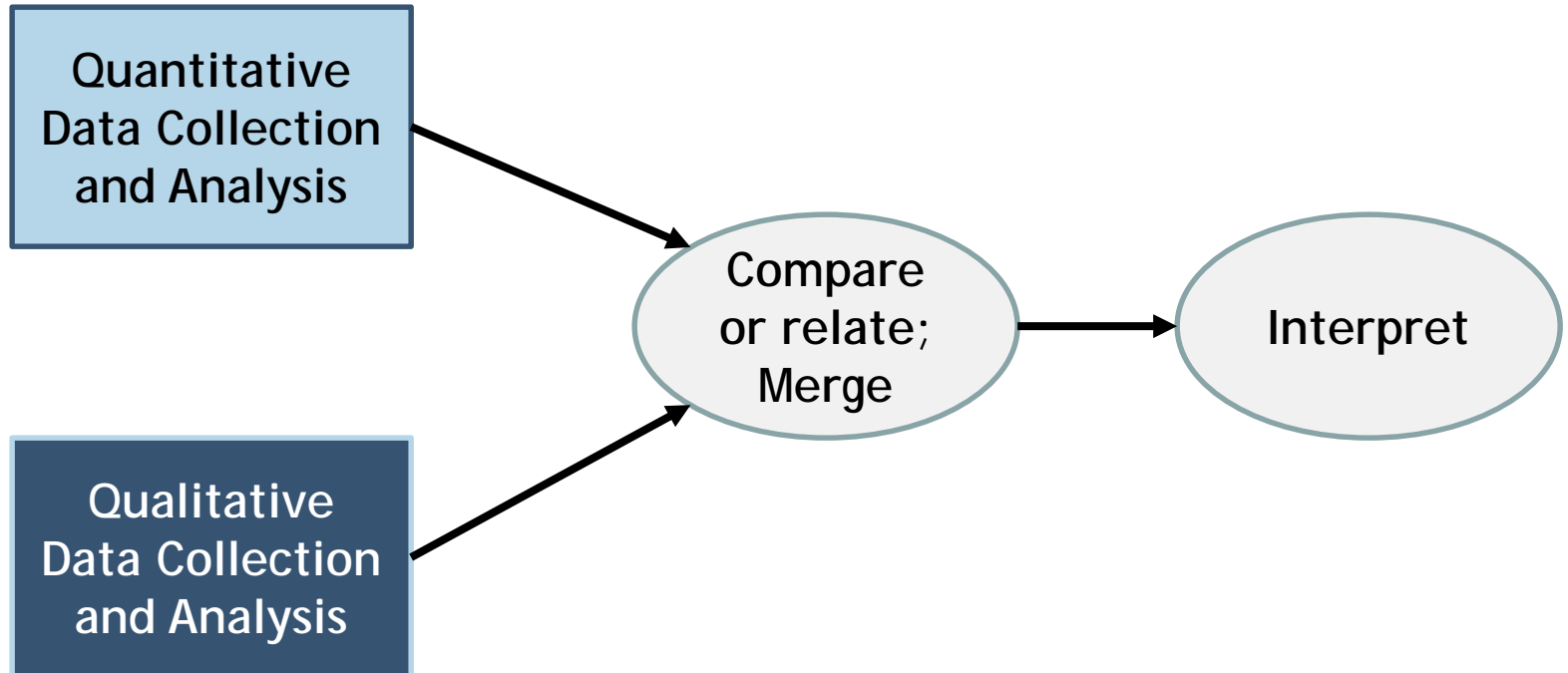
# Example 1, the research design

- Concurrent data collection
  - All three data points (two scales plus essay) collected in one session
- Analysis split
  - Relationship between two variables confirmed first (quantitative)
  - Qualitative data applied to understand the relationship that was established

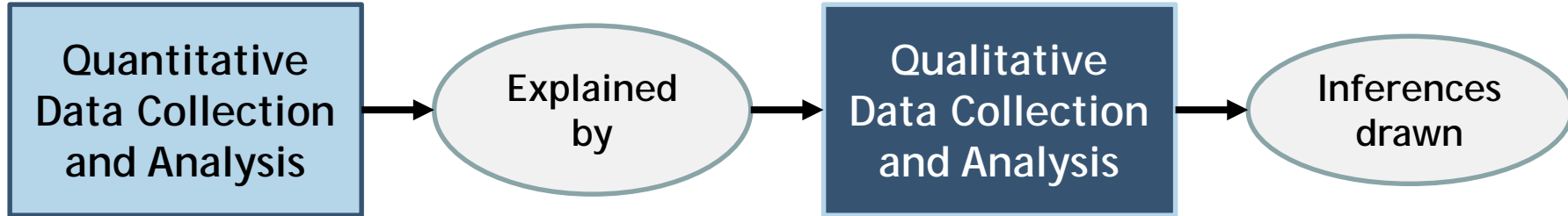
# Mixed methods research designs

- Convergent design
- Explanatory sequential design
- Exploratory sequential design

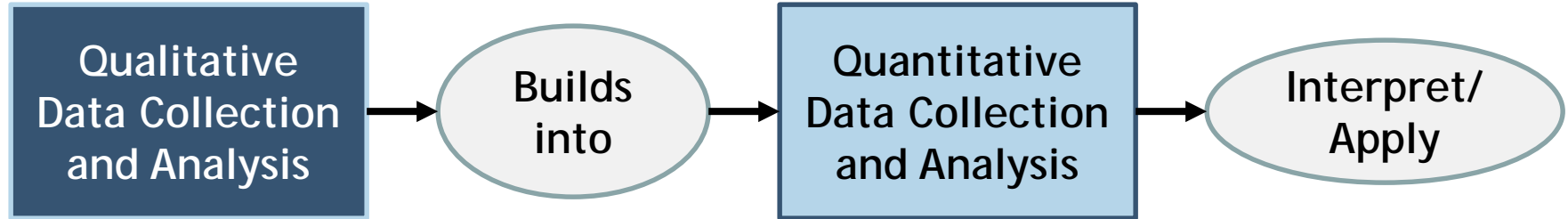
# Convergent design



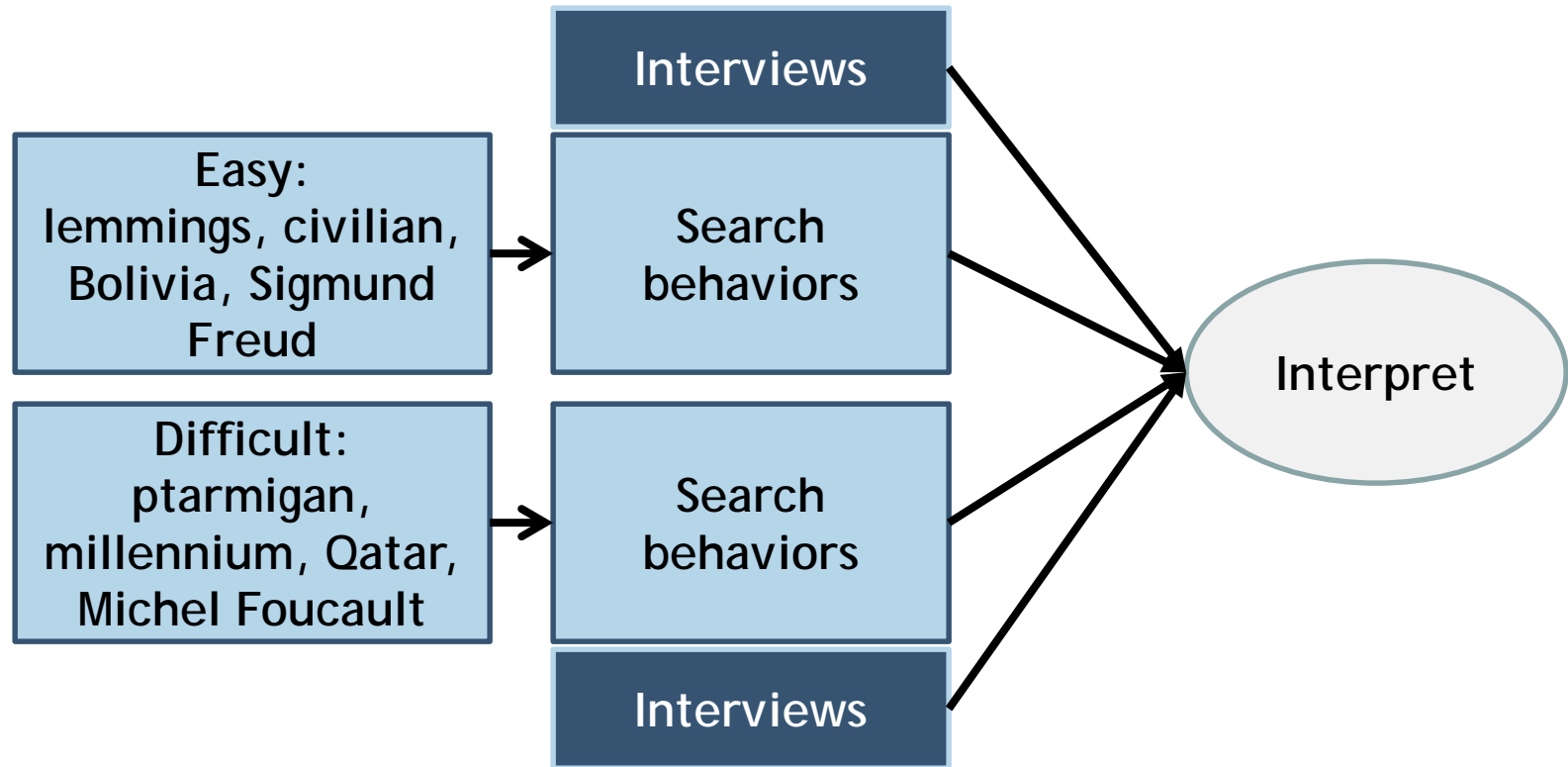
# Explanatory sequential design



# Exploratory sequential design

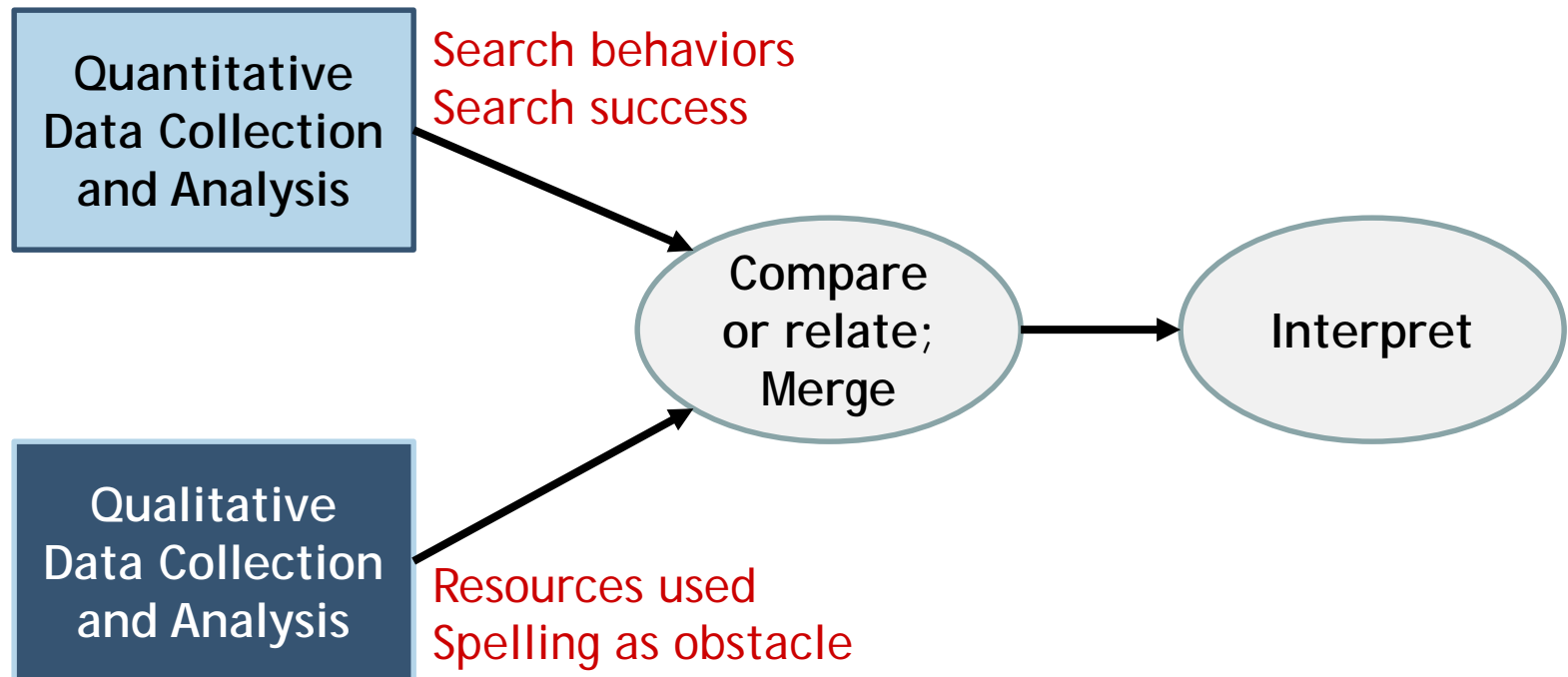


# Example 2: Spelling and Search Behavior (Willson & Given, 2010)



Willson, R., & Given, L.M. (2010). The effect of spelling and retrieval system familiarity on search behavior in online public access catalogs: A mixed methods study. *Journal of the American Society for Information Science & Technology*, 61(12), 2461-2476.

# Example 2: Convergent design





# Reprise:

## Why use mixed methods?

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- Additional questions or comments?
- Contact information:  
Barbara Wildemuth  
wildemuth@unc.edu  
<http://ils.unc.edu/~wildem/wildemuth.html>