

RDS NW mixed methods expertise video transcript

Welcome to one of a series of short videos highlighting a service which provided support and advice to researchers developing applications for peer reviewed funding.

In mixed methods research, researchers combine elements of qualitative and quantitative approaches to look at their research question.

This intentional collections of both types of data aims to combine the strengths of both of these approaches.

Why use mixed methods? The simple answer is to overcome the limitations of a single design.

Basic characteristics: design can be based on either or both perspectives; research problems can become research questions and/or the hypothesis can be based on prior literature, knowledge, experience or of the research process; sample sizes vary based on the methods used; data collection can involve any technique available to researchers; interpretation is continual and can influence stages in the research process.

Using this methodology allows you to view the problem from multiple perspectives. This can enhance and enrich your understanding of the problem, allowing you to compare, validate or triangulate your results.

In the Research Design Service North West, we have methodologists who have expertise in both qualitative and quantitative research.

If you would like to have free advice from the Research Design Service North West, please contact us or visit our website.