Mixed Methods and Qualitative Research

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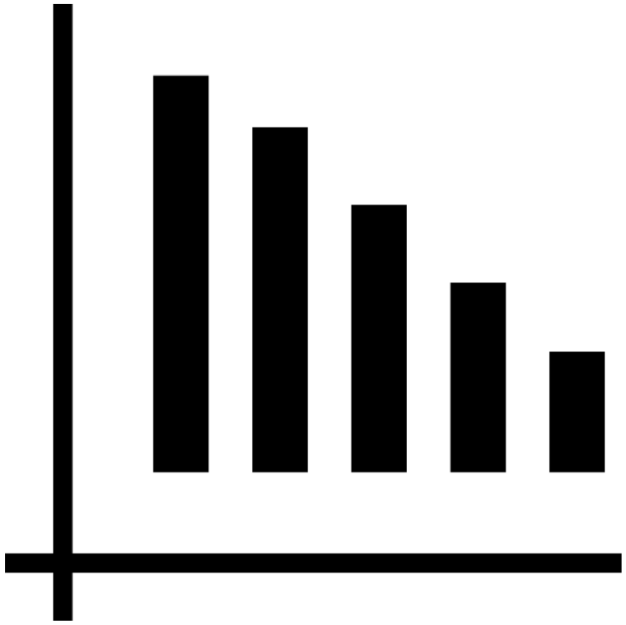
Disclosures:

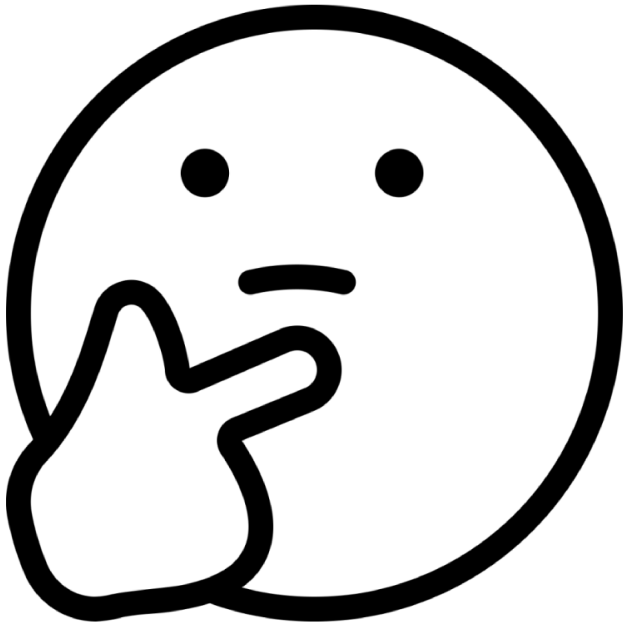
National Center for
Advancing Translational Science
(KL2 TR002457)

I am NOT an expert

I love Quantitative Science



What about the Human Element?



- Why did my patient walk on his Ex-Fix?
- Why don’t people show up to follow-up appointments?
- Why do efficacy and effectiveness trials differ?

Qualitative Research

Collecting and analyzing non-numerical data, such as text, video, or audio, to understand concepts, opinions, and experiences

Common data sources:

- Interviews
- Focus Groups
- Surveys

Can be used to gather in-depth insights or generate new ideas

Mixed Methods

Mixed Methods research purposefully and intentionally combines quantitative and qualitative methods, designed to give you a more complete picture than a standalone quantitative or qualitative study

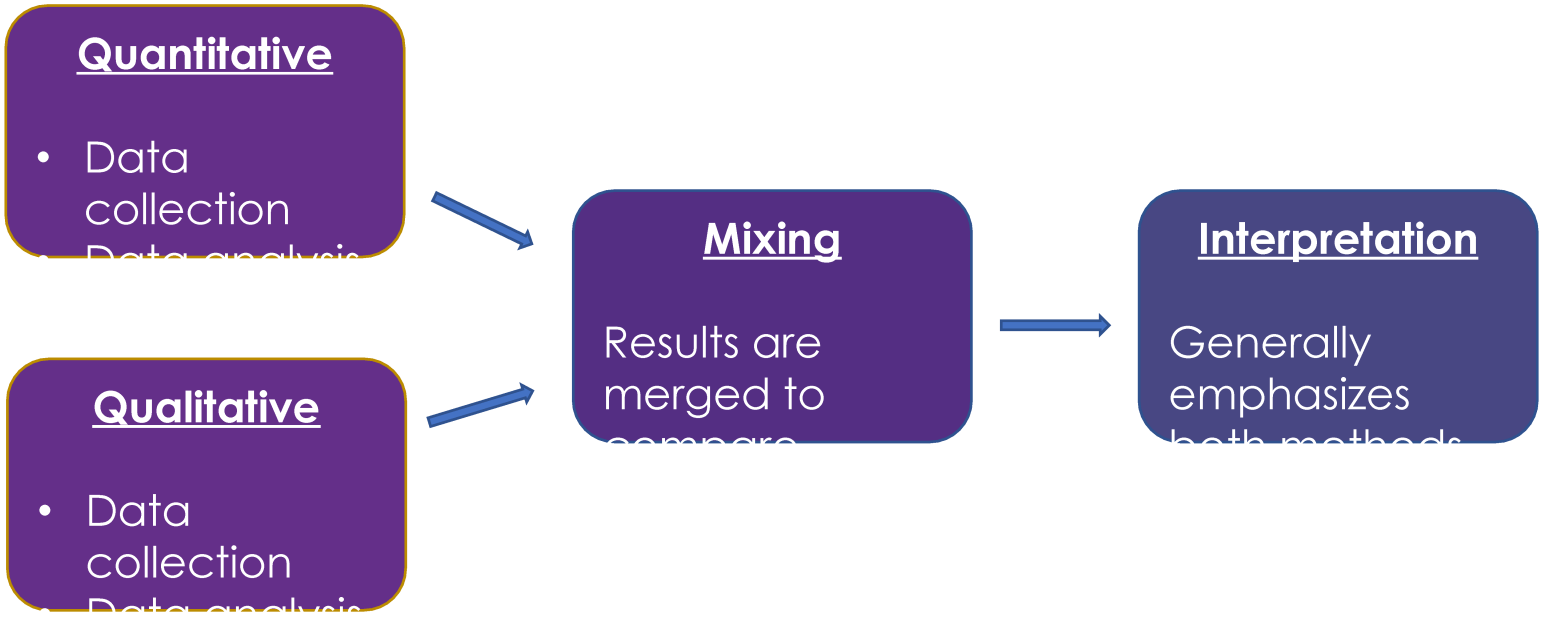
- Require teams with diverse methodological training
- Mixing of the data must be purposeful
- Interpretation depends on how the study is performed

4 Common Approaches

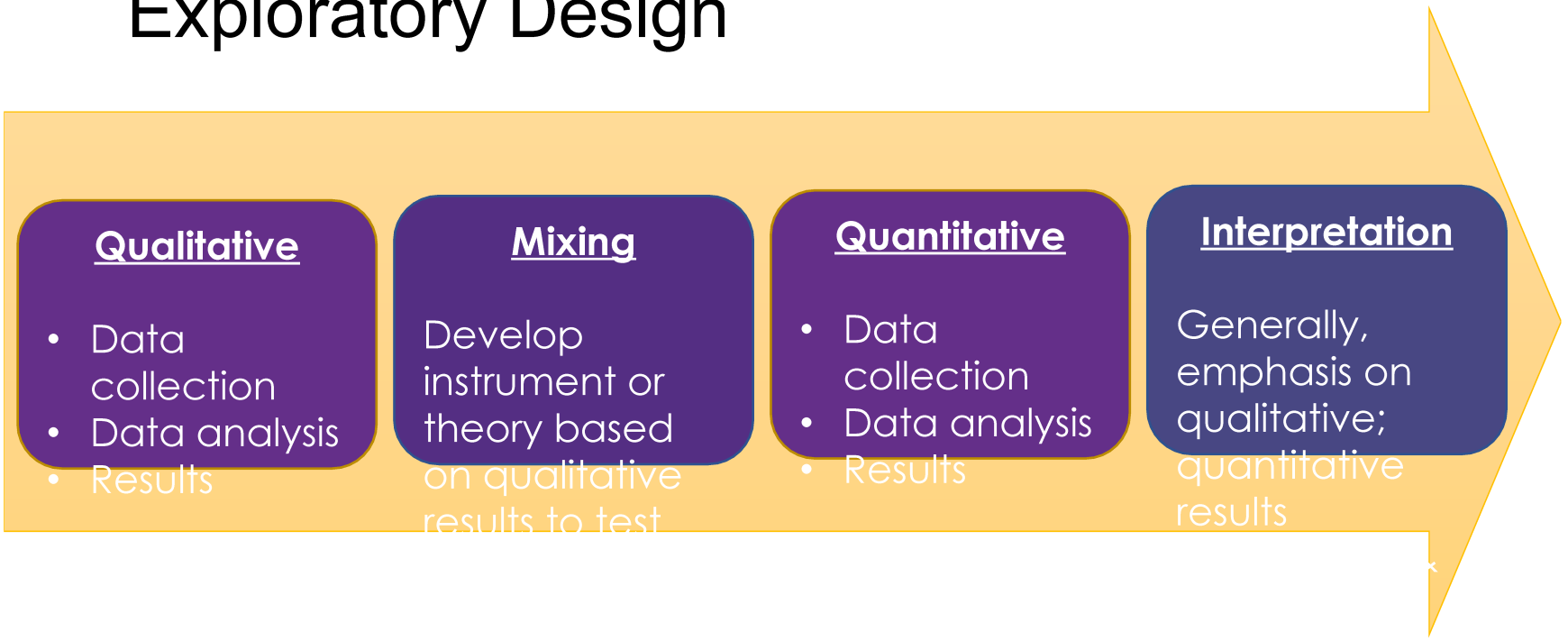
- Triangular
- Exploratory*
- Explanatory*
- Embedded/Nested

*named for the qualitative component

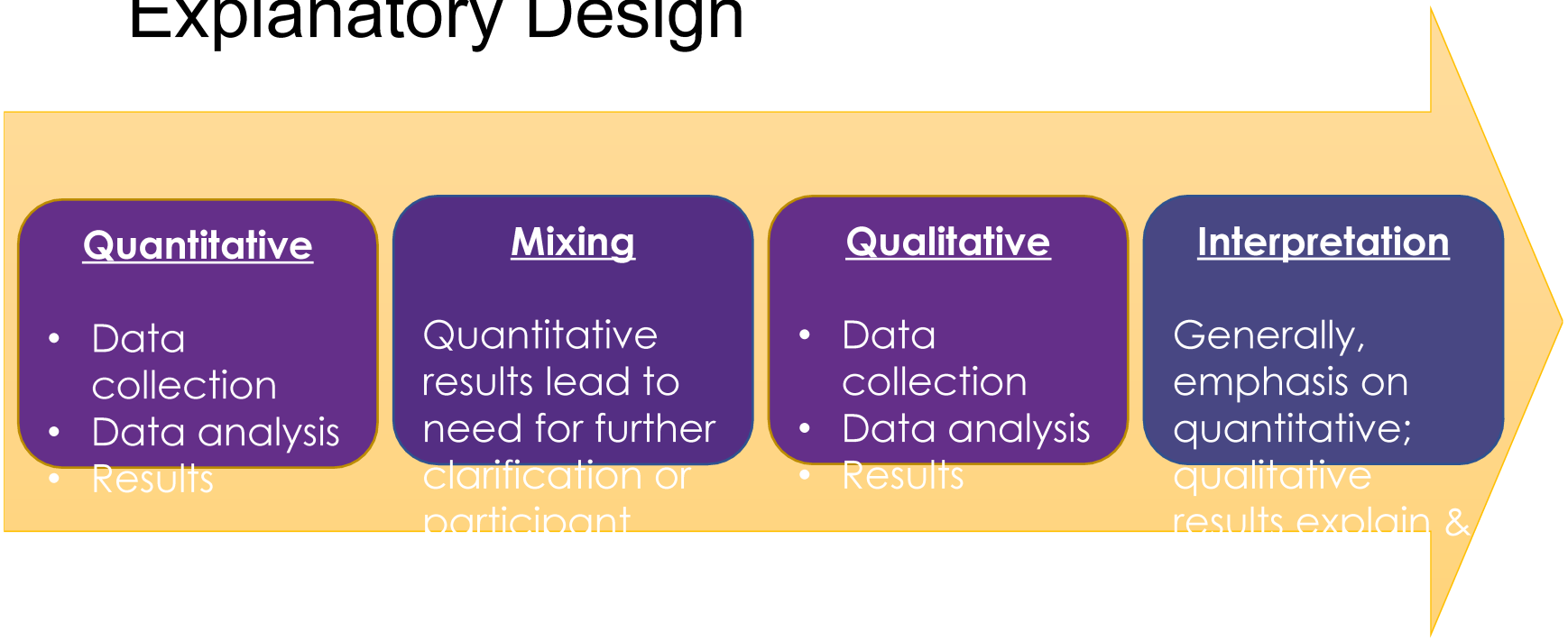
Triangular Design



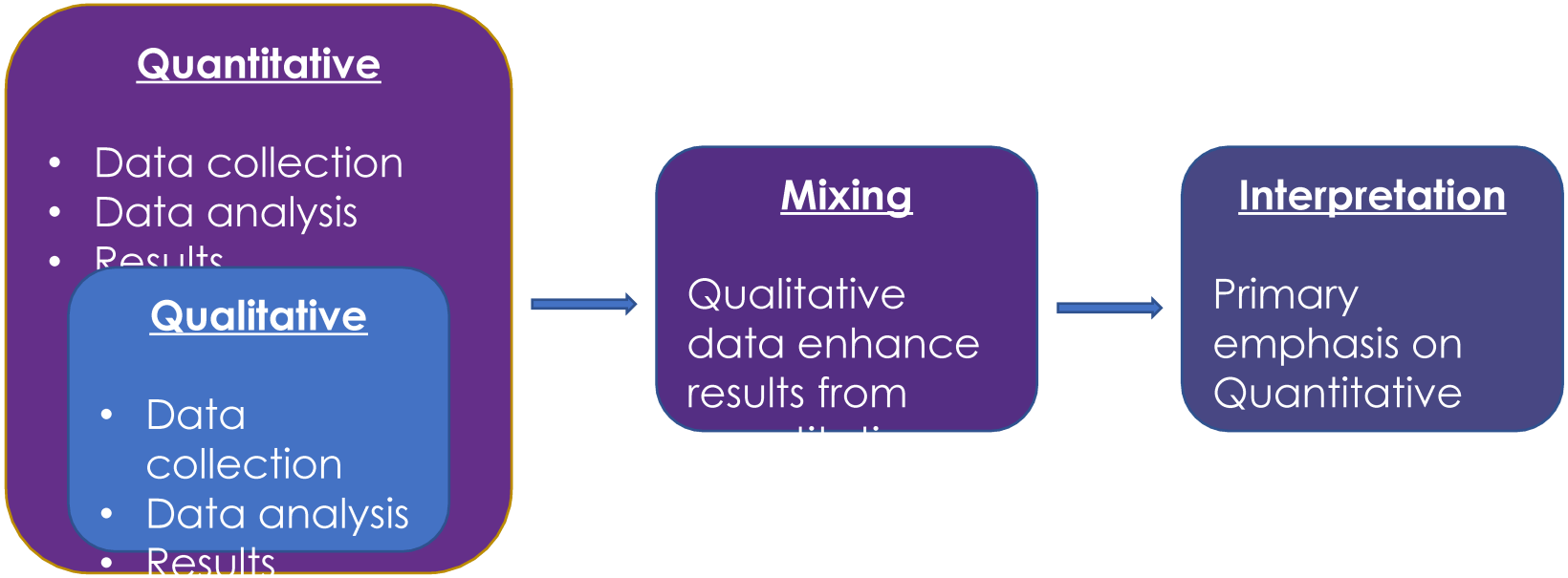
Exploratory Design



Explanatory Design



Embedded Design



When to Use Mixed Methods

Strengths and weaknesses of methods complement each other

- **Contextualization**
  - Can uncover dissonant data and explain discrepancies
- **Credibility**
  - Enhance the validity of findings by obtaining similar results
- **Generalizability**
  - Quantitative will be more externally valid, qualitative usually with a smaller sample size