

Utilizing Qualitative Methods to Conduct Mixed Methods Research (Introduction to Data Integration and Data Transformation Methods)

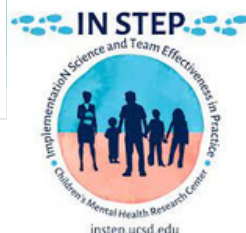
Key Takeaways:

- Mixed methods research is when the investigator: collects and analyzes data, integrates the findings, and draws inferences using both qualitative and quantitative approaches or methods in a single study or a program of inquiry. Involves integration of both methods.
- There are two basic types of mixed methods designs: sequential and convergent. There are more complex designs that build from the basic types.
- Where qualitative and quantitative data come together is called integration. It produces results/inferences beyond what either alone could generate.
- Integration can happen at the level of data collection or analysis or both. Joint displays are a key strategy in mixed methods integration.
- Integration can also involve changing one type of data into another: qualitizing (converting quantitative data into qualitative) and quantitizing (converting qualitative data into quantitative data).
- Examples of advanced methods for mixed methods analysis included configurational comparative analysis (CCMs), social network analysis (SNA),



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Useful Resource Texts:

- The University of Colorado D&I Program has resources [on their website](#)
- Fetters MD. The Mixed Methods Workbook: Activities for Designing, Implementing and Publishing Projects. 2020. Sage Publications, Thousand Oaks, CA.
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- [Best Practices for Mixed Methods Research in the Health Sciences](#), NIH.
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