

# Mixed Methods-Research Methodology an Overview

Purohit Saraswati<sup>1,\*</sup>, Aswathy Devi<sup>2</sup>

<sup>1</sup>Assistant Professor, Head Department of Psychiatric Nursing, JSS College of Nursing Mysuru, India

<sup>2</sup>Professor, Principal JSS College of Nursing Mysuru, India

## ABSTRACT

Mixed methods research methodology is an innovative and increasingly popular approach in the field of social sciences, designed to bridge the gap between qualitative and quantitative research paradigms. This abstract aims to provide a concise overview of mixed methods research, its key components, and its potential benefits for researchers seeking a comprehensive understanding of complex phenomena.

## INTRODUCTION

The primary objective of mixed methods research is to capitalize on the strengths of both qualitative and quantitative methods while compensating for their respective weaknesses. By combining the depth and richness of qualitative data with the rigor and generalizability of quantitative data, mixed methods offer a more holistic and nuanced perspective on research questions, making it particularly well-suited for exploring multifaceted issues.

In this abstract, we discuss the fundamental characteristics of mixed methods research, including its dual nature, iterative process, and the integration of data at various stages of the research. We highlight the importance of ensuring the compatibility between qualitative and quantitative components to generate coherent and meaningful findings.

Mixed methods research is a research methodology that combines both qualitative and quantitative research approaches to gain a more comprehensive and nuanced understanding of a research problem. It goes beyond the limitations of using a single method and allows researchers to leverage the strengths of both qualitative and quantitative data in a complementary manner.

The core idea behind mixed methods research is to triangulate the data, meaning that researchers use multiple data sources, data types, and research methods to validate and corroborate their findings. By using a mix of qualitative and quantitative methods, researchers can explore different facets of the research question, leading to a more comprehensive and robust analysis.

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## \*Corresponding Author

### Mrs Purohit Saraswati

Assistant Professor, Head Department of Psychiatric Nursing, JSS College of Nursing Mysuru, India

E-mail: saruswati28@gmail.com

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**Here is an overview of the main components and characteristics of mixed methods research:**

1. **Qualitative Research:** Involves collecting data that is non-numeric in nature, such as interviews, focus groups, observations, or open-ended survey responses. Qualitative methods allow researchers to explore subjective experiences, opinions, motivations, and underlying reasons behind certain behaviors.
2. **Quantitative Research:** Involves collecting data in numerical form and using statistical analysis to identify patterns, relationships, and generalizability. Surveys, experiments, and structured observations are common quantitative methods. These methods provide a broader understanding of the research topic, often involving a larger sample size.
3. **Integration:** The key feature of mixed methods research is the integration of qualitative and quantitative data. Integration can occur at various stages of the research process: data collection, data analysis, interpretation, and reporting. Researchers need to carefully plan and design the integration process to ensure that both types of data enhance each other.
4. **Sequential or Concurrent Design:** Mixed methods studies can be carried out in sequential or concurrent designs. In a sequential design, one method is used first, and the results inform the other method in a subsequent phase. In a concurrent design, both methods are used simultaneously, and the results are merged during the analysis.
5. **Triangulation:** This refers to the process of comparing and contrasting findings from qualitative and quantitative data to validate and strengthen the overall results. Triangulation helps improve the credibility and reliability of the research findings.
6. **Practicality and Complexity:** Mixed methods research can be more time-consuming, resource-intensive, and complex compared to single-method studies. Researchers must carefully plan and justify the use of mixed methods based on the research question and the benefits it brings.
7. **Research Questions:** Mixed methods research is

particularly useful when the research questions require a deeper understanding of complex phenomena, relationships, or contexts. It can also be beneficial when exploring unexpected findings from one method with the help of the other.

8. **Ethical Considerations:** Researchers must address ethical considerations related to data collection, analysis, and reporting, particularly in handling sensitive information from qualitative sources.

By integrating both qualitative and quantitative data, mixed methods research provides a more comprehensive and robust understanding of a research problem, yielding more insightful and actionable findings. It offers a flexible approach that can be adapted to a wide range of research fields and questions. However, successful implementation requires careful planning, skilled researchers, and a thoughtful approach to the integration of data and interpretation of results.

**Discussion:** Mixed methods research is a powerful and flexible methodology that combines both qualitative and quantitative research approaches to provide a more comprehensive understanding of a research problem. This approach has gained popularity in recent years due to its ability to leverage the strengths of both qualitative and quantitative research, but it also comes with its own set of challenges and considerations.

**Conclusion:** In conclusion, mixed methods research is a valuable and versatile approach that combines qualitative and quantitative methodologies to provide a comprehensive understanding of complex research questions. This integration of diverse data collection and analysis techniques allows researchers to leverage the strengths of both qualitative and quantitative methods, thereby enhancing the validity and reliability of their findings. The use of mixed methods facilitates triangulation, where multiple sources of data converge to validate and support each other, leading to more robust and credible results. Moreover, it enables researchers to explore phenomena from multiple perspectives, delving deep into the underlying meanings and contexts while also identifying patterns, trends, and associations through quantitative data.

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