



FULLY INTEGRATED MMR: EXAMPLES OF MIXING BY PHASE

In fully integrated mixed method research the intent to integrate different sources of data permeates many phases of the research process.

TEXTBOOK

[AN INTRODUCTION TO FULLY INTEGRATED MIXED METHODS RESEARCH](#) by E. G. Creamer, March 2017, SAGE Publications.

WEBSITE

[Mixed Method Research in the News](#) by E. G. Creamer,.

DESIGN PHASE MIXING

MIXING IN THE DESIGN OF RESEARCH QUESTIONS

A mixing research questions suggests analysis that links a qualitative and quantitatively derived construct.

SAMPLING

Qualitative and quantitative samples overlap or are identical. Purposeful and probability sampling are used in different phases. Quantitative data is used to identify a purposeful qualitative sample.

MIXING AT ANALYSIS & DRAWING CONCLUSIONS

MERGING

Quantitative and qualitative data on the same construct are merged to create a new variable.

DATA TRANSFORMATION OR CONVERSION

Qualitative themes are quantified for further analysis. Qualitative data is coded with a Likert scale item from a survey.

BLENDING

A theme generated from a qualitative strand is tested by selection of quantitative items from a survey.

META-INFERENCES

Inferences that link or compare conclusions from the qualitative, quantitative, and mixing strands.



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