



4th LJUBLJANA DOCTORAL SUMMER SCHOOL
3 - 21 July 2017

3-7 July 2017, from 9.00 to 13.00

Course title:

MIXED METHODS RESEARCH DESIGN & ANALYSIS

ECTS credits: 4

Lecturer: Professor Tamara Pavasović Trošt, University of Ljubljana, Faculty of Economics, Slovenia

Contact: tamara.trost@ef.uni-lj.si

AIMS OF THE COURSE:

This course introduces students to mixed methods research and prepares them for choosing and implementing the appropriate research design for their doctoral dissertations. It is aimed to build on existing knowledge of qualitative and quantitative methods by exploring the possibilities of integrating qualitative and quantitative data analysis into a mixed method research design. While mixed methods research seems daunting to many students, it can increase the validity of findings and improve the quality of knowledge gained through qualitative or quantitative methods alone. In addition to introducing the main types of MMR design and distinguishing when they might be most suitable, and providing “how to” practical training on collecting and analysing data, topics covered will help students confront the main challenges and obstacles of mixed methods research: how to determine the optimal research design given the research question; how to combine and integrate different kinds of data; the practical tools useful for undergoing data collection analysis in MMR designs; and how to most effectively analyse, evaluate, and interpret data in mixed methods research studies.

1. Provide students with knowledge of mixed methods research designs and ability to recognize the types of research questions best suited for integrating qualitative and quantitative methods;
2. Familiarize students with the basic types of MMR designs, data collection, and data analysis strategies;
3. Equip students with skills needed to develop a MMR dissertation proposal and/or produce a publishable mixed method study.

COURSE SYLLABUS:

Session 1: Introduction

- . Introduction
- . Methodology: What it means and why it matters
- . Why choose mixed methods
- . Paradigm issues in mixed methods research
- . Examples of good mixed methods work
- . Challenges and possibilities of mixed methods research

Session 2: Research Design

- . Mixed method research designs
- . 6 types of MMR designs, across disciplines
- . Conceptual/theoretical models
- . Ethics

Session 3: Data collection

- . Data collection
- . Sampling
- . Integrating qualitative and quantitative data
- . Quality of data in mixed methods research

Session 4: Data analysis

- . Data analysis in mixed methods research
- . Interpreting results
- . Validity and reliability in mixed methods research
- . Inference

Session 5: Reporting and evaluation

- . Writing, reporting, and presenting mixed methods research
- . Evaluating mixed methods research
- . Brief student presentations

LIST OF READINGS:**Required reading:**

- . Creswell, John. 2014. *A Concise Introduction to Mixed Methods Research*. Sage Publications.
- . Teddlie, Charles and Abbas Tashakkori. 2008. *Foundations of Mixed Methods Research: Integrating Quantitative and Qualitative Approaches in the Social and Behavioral Sciences*. Sage Publications.

Recommended reading:

- . Watkins, Daphe, and Deborah Gioia. 2015. *Mixed Methods Research (Pocket Guides to Social Work Research Methods Series)*. Oxford University Press.
- . Saunders, Mark, Philip Lewis and Adrian Thornhill. 2015. *Research Methods for Business Students*, 7th ed. Pearson.
- . Creswell, John. 2013. *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches*, 4th edition. Sage Publications.
- . Morgan, David. 2014. *Integrating Qualitative and Quantitative methods: A Pragmatic Approach*. Sage Publications.

Additional bibliography:

- . Hall, Bronwyn and Kirsten Howard. 2008. "A Synergistic Approach: Conducting Mixed Methods Research with Typological and Systemic Design Considerations". *Journal of Mixed Methods Research* 2(3):248–269.

- . Bezzina, Frank and Mark Saunders. 2013. The Prevalence of Research Methodology Mis/conceptions among Business and Management Academics. Paper presented at the 12th European Conference on Research Methodology for Business and Management Studies.
- . Cameron, Roslyn and Peter Miller. 2010. Introducing Mixed Methods in Applied Business Research Training. Paper presented at Academy of World Business, Marketing and Management Development, Oulu, Finland, 12-15 July.
- . Bryman, Alan. 2008, 'Why do Researchers Integrate/Combine/Mesh/Blend/Mix/Merge/Fuse Quantitative and Qualitative Research?'. Pp. 87-100 in Manfred Bergman (ed.), *Advances in Mixed Methods Research*. Sage Publications.
- . Hurmerinta-Peltomaki, Leila and Niina Nummela. 2006. "Mixed Methods in International Business Research: A Value-Added Perspective". *Management International Review* 46(4):439-459.

TEACHING METHODS:

The course grade will be based on (1) the quality of the student's final research proposal or project, 7-10 pages, which will outline the methods for data collection and analysis to be used in the student's doctoral dissertation or project; 70%, and (2) a mock peer review of two research proposals of fellow students; 30%.

Familiarity with basics of qualitative and quantitative research is recommended.

Lecturer's Biographical Note:

Tamara Pavasović Trošt is an Assistant Professor of Sociology at the Faculty of Economics, University of Ljubljana in Slovenia. She received her Ph.D. in Sociology from Harvard University in 2012, with a mixed-methods dissertation examining ethnic identity among Croatian and Serbian youth. She spent the 2015-16 academic year as a research fellow at Princeton University, working on the relationship between class and ethnic attitudes. In addition to her research focus on qualitative methods, she has published about issues of everyday identity, youth values, populism, nationalism, history education, and collective memory.