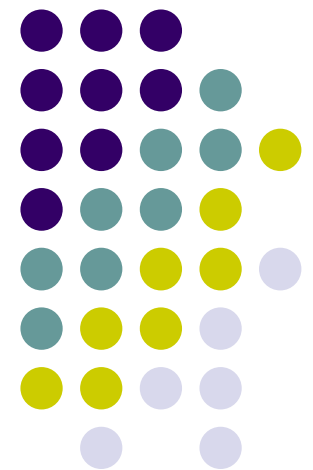
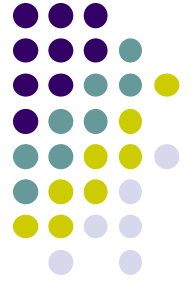


# A Framework for Design

*Research Design: Qualitative,  
Quantitative, and Mixed Method  
Approaches*  
by J. W. Creswell

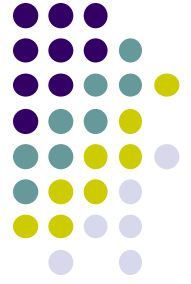




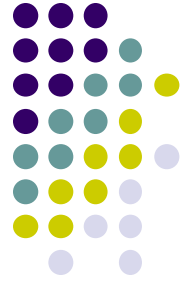
# Chapter Outline

- Why do we need a framework?
- Three central questions to the design of research
- Alternative knowledge claims
- Strategies of inquiry
- Research methods
- Three approaches to research
- Criteria for selecting an approach

# Why Do We Need a Framework?



- It can be adopted to provide guidance about all facets of the study
  - Assessing the general philosophical ideas behind the inquiry
  - Detailed data collection and analysis procedures
  - Situate plans in ideas that are well-grounded in the literature



# Groundwork

- **What is epistemology?**  
A theory of knowledge embedded in the theoretical perspective
- **What is a theoretical perspective?**  
What lies behind the methodology in question
- **What is methodology?**  
The strategy or plan of action that links methods to outcomes
- **What are methods?**
- The techniques and procedures we propose to use

# Three Central Questions of Research Design



- What knowledge claims are being made by the researcher (including the researcher's theoretical perspective)?
- What strategies of inquiry will inform the procedures?
- What methods of data collection and analysis will be used?



Knowledge  
claims                      Strategies  
of inquiry                      Methods

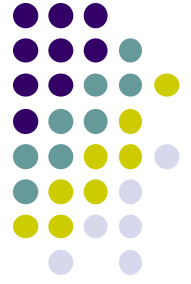
**Approaches to research**

Qualitative                      Quantitative                      Mixed

**Design process of research**

Questions - Theoretical lens - Data collection  
Data analysis - Write up - Validation

# Alternative Knowledge Claims



- Postpositive
- Socially constructed
- Advocacy/Participatory
- Pragmatic

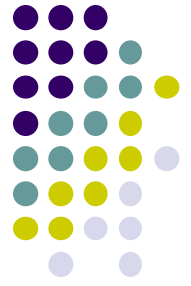
# Postpositive Knowledge Claims



- **Determination** – causes probably determine effects or outcomes
- **Reductionism** – reduce the idea to a small set of elements to test
- **Empirical observation and measurement**
- **Theory verification** – verify and test the laws and theories that govern the world

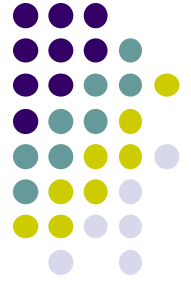


# Postpositive Knowledge Claims



- Knowledge is conjectural, antifoundational.
  - We cannot ascertain absolute truth.
- Research is a process of making and refining claims, or abandoning some for others.
- Data, evidence, and rational considerations shape knowledge.
- Research seeks to develop relevant true statements.
- Being objective is essential to competent inquiry.

# Socially-constructed Knowledge Claims



- Emphasize **understanding** the world in which we live and work
- **Multiple participant meanings** lead the researcher to look for a multiplicity of views.
- **Social and historical construction** implies that meaning is formed through interaction with sensitivity to historical and cultural norms.
- **Theory generation** makes sense of the meanings others have about the world.

# Socially-constructed Knowledge Claims



- Meanings are constructed by individuals as they engage with the world they are interpreting.
- Humans engage with their world and make sense of it based on their historical and social perspective.
- The basic generation of meaning is always social, arising from interaction with a human community.

# Advocacy/Participatory Claims



- Concern **sociopolitical** issues
- They are oriented toward issues of **empowerment**.
- They are **collaborative**, so as not to further marginalize the participants, and
- **Change-oriented**, voicing opinions, raising consciousness, and advancing an agenda for change to improve lives.

# Advocacy/Participatory Claims



- Theoretical perspectives may be integrated with philosophical assumptions.
  - Feminist perspectives
  - Radicalized discourses
  - Critical theory
  - Queer theory
  - Disability inquiry

# Advocacy/Participatory Claims



- Are dialectical
- Focus on bringing about change and helping individuals free themselves from constraints
- Create political discussion so that change will occur
- Are practical and collaborative, because inquiry is completed with others rather than “on” or “to” others

# Pragmatic Knowledge Claims



- Consider the **consequences of actions**
- **Problem-centered** – researchers use all approaches to understand the problem.
- **Pluralistic**
- Oriented toward **real-world practice**

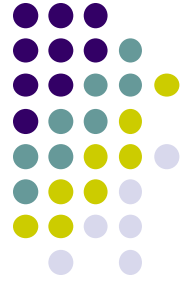
# Pragmatic Knowledge Claims



- **Not committed** to any one philosophy
  - There is no asking about reality and the laws of nature.
- This allows the freedom to choose among **many possible approaches**.
- Pragmatic knowledge claims are especially conducive to **mixed-methods research**.
  - Investigators use both quantitative and qualitative methods once they establish a purpose for using mixed methods.



# Quantitative Approach Strategies



- **Experimental designs**
  - True experiments with random group assignment
  - Quasi-experiments that use nonrandomized designs
- **Non-experimental designs - surveys**
  - Longitudinal and cross-sectional studies using questionnaires or structured interviews

# Qualitative Approach Strategies



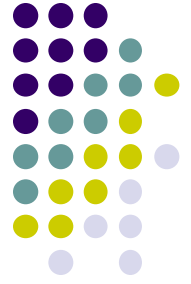
- **Ethnography** – to study a cultural group in a natural setting over time by collecting observations
- **Grounded theory** – to derive a general theory of process or interaction grounded in participant views
- **Case studies** – to explore in depth an event, activity, or process concerning an individual
- **Phenomenological research** – to identify participant experiences concerning a phenomenon
- **Narrative research** – To study the lives of individuals through their life stories

# Mixed Method Approach Strategies

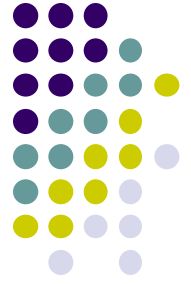


- **Sequential procedures** – to elaborate the findings of one method with another method
- **Concurrent procedures** – to converge quantitative and qualitative data to provide a comprehensive analysis
- **Transformative procedures** – to use a theoretical lens as an overarching perspective within a design that contains both quantitative and qualitative data

# Research Methods



Quantitative	Qualitative	Mixed
Predetermined methods	Emerging methods	Both
Instrument-based questions	Open-ended questions	Both
Performance, attitude, observational, and census data	Interview, observational, document, and audiovisual data	Multiple forms of data drawing on all possibilities
Statistical analysis	Text and image analysis	Statistical and text analysis



# Quantitative Approach

- Uses postpositivist claims for developing knowledge
- Employs strategies of inquiry such as experiments and surveys
- Collects data on predetermined instruments that yield statistical data



# Qualitative Approach

- Makes knowledge claims based on constructivist perspectives
- Employs strategies of inquiry such as ethnography, narratives, case studies
- Collects open-ended, emerging data with the intent of developing themes from the data



# Mixed-methods Approach

- Bases knowledge claims on pragmatic grounds
- Employs strategies of inquiry involving either the simultaneous or sequential collection of data
- Collects both numeric information and text information

# How do we select an approach?

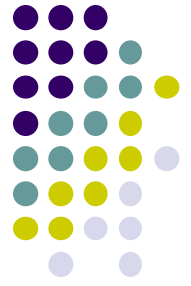


Use a **quantitative approach** if the problem is

- to identify factors that influence or best predict an outcome or
- to determine the utility of an intervention



# How do we select an approach?



Use a **qualitative approach** if the problem is to understand

- a concept or a phenomenon
- a new topic, or
- a topic that has never been addressed with a certain group of people.

# How do we select an approach?



Use a **mixed approach** if the problem is

- to generalize the findings and develop the meaning of a phenomenon or concept for individuals.

In all cases, consider the audience: journal editors and readers, graduate committees, conference attendees, and colleagues in the field.