a concise introduction to mixed methods research

#mixed methods research #qualitative research #quantitative research #research methodology #data triangulation

Mixed methods research combines both qualitative and quantitative research approaches to provide a more comprehensive understanding of a research problem. It allows researchers to leverage the strengths of each method, offering richer insights and more robust conclusions than either approach could achieve alone. This introductory overview explores the core principles, common designs, and potential benefits of employing mixed methods in various research contexts.

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by SF Matar · 2011 · Cited by 9 — The following section provides an overview of the nature of these two approaches and how both approaches will be used in the context of this study. 5.4.1 ...

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by CA McDaniel · 2006 · Cited by 4 — (a) It is more inclusive than many of the others (e.g., ethnography, case study); (b) it avoids the connotation of defining these approaches ...

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