

**Combining Qualitative and Quantitative Methods:  
Introduction and Overview**

SurvMeth 653 (1.5 credits)

Mon-Fri 1:00pm–3:00pm

Mason Hall 2437

---

**INSTRUCTOR:** Lisa Pearce  
Email: ldpearce@unc.edu  
Office: 2260 ISR

**COURSE DESCRIPTION:**

This course equips students to design, conduct, and critique mixed method research. From a pragmatic perspective, we will explore the strengths and weaknesses of a variety of data collection methods, and evaluate strategies for combining them. We will focus on mixed method research designs incorporating in-depth interviews, focus groups, participant observation, archival research, survey interviews, and/or hybrid methods. The majority of the course will center on research design and data collection issues. Some time will be spent on strategies for analyzing and presenting data from multiple sources. This course is designed for those who are relatively new to mixed method research, but have a specific research project in mind. Throughout the course, participants will develop a mixed method research plan tailored to a research question or questions of their choice.

**COURSE MATERIALS:**

Axinn, William G. and Lisa D. Pearce. 2006. Mixed Method Data Collection Strategies. New York, NY: Cambridge Press.

A course pack, containing additional readings will be available through the Institute for Social Research at University of Michigan. A CTools website will be available for links to any additional readings and other resources.

**OFFICE HOURS:**

I am available to meet and further discuss class topics and assignments from 3-4:30pm each class day. Please make an appointment beforehand so I know to expect you.

**GRADING:**

For those students who are taking the course for a grade, grades are assigned as follows:

- 25% Class Participation
- 10% Assignment 1: Research Question (~1/2 page, double-spaced)
- 15% Assignment 2: Specific Aims (1-2 pages, double-spaced)
- 50% Assignment 3: Research Proposal (5-10 pages, single-spaced)

<u>Grades</u>	
90 - 100	A
80 - 89	B
70 - 79	C
60 - 69	D
<60	F

## **SCHEDULE OF TOPICS, READINGS, & ASSIGNMENTS DUE**

---

**Mon**  
**July 2**      **Welcome and Overview**

**Reading**

- Alford, Robert R. 1998. "Chapter 2: Designing a Research Project" in The Craft of Inquiry: Theories, Methods, and Evidence. New York, NY: Oxford University Press.

**Tues**  
**July 3**      **Foundations of a Mixed Method Approach**

**Readings**

- MMDCS Chapter 1: Mixing Methods as a Data Collection Strategy
- Onwuegbuzie, Anthony J. and Nancy L. Leech. 2005. "Taking the "Q" out of Research: Teaching Research Methodology Courses without the Divide between Quantitative and Qualitative Paradigms." Quality & Quantity 29:267-296.
- Sieber, Sam D. 1973. "The Integration of Fieldwork and Survey Methods." American Journal of Sociology 78(6):1335-1359.

**Assignment 1 Due**

RESEARCH QUESTION: Give a brief statement of your research question/s (~1/2 page, double-spaced).

**Wed**  
**July 4**      **HOLIDAY--NO CLASS**

**Thurs**  
**July 5**      **Mixed Method Research Design and Issues**

**Readings**

- Tashakkori, Abbas and Charles Teddlie. 1998. "Research Design Issues for Mixed Method and Mixed Model Studies." Chapter 3 (pp.41-58) in Mixed Methodology: Combining Qualitative and Quantitative Approaches. New York: Sage.
- Newman, Isadore et al. 2003. "Chapter 6: A Typology of Research Purposes and its Relationship to Mixed Methods," in Tashakkori, A. and C. Teddlie (eds.) Handbook of Mixed Methods in the Social and Behavioral Research. Thousand, CA: Sage.
- MMDCS Chapter 2: Fitting Data Collection Methods to Research Aims

**Fri  
July 6**      **Community Study Approach**

**Readings**

- MMDCS Chapter 3: The Micro-Demographic Community Study Approach
- Fricke, Tom. 2003. "Next Year Country." Doubletake Magazine 30:56-64.
- Fricke, Tom. 2005. "Taking culture seriously: Making the social survey ethnographic." In Thomas S. Weisner (ed.), Discovering Successful Pathways in Children's Development: Mixed Methods in the Study of Childhood and Family Life. Chicago: University of Chicago Press, pp. 185-221.
- Fricke, Tom. 2006. "Imagining Yhebe: Of friendship and the field." Michigan Quarterly Review 45(1): 197-217.
- Fricke, Tom. 2006. "Mystery and Manners: A Conversation with Robert Coles." Michigan Quarterly Review 45(1): 7-26.

**Assignment 2 Due**

SPECIFIC AIMS: Succinctly describe your research question/s, data collection plan, and expected contributions (~2 pages, double-spaced).

**Mon  
July 9**      **Surveys and Individual Less-Structured Interviews**

**Readings**

- Cherlin, Andrew J., Linda M. Burton, Tera R. Hurt, and Diane M. Purvin. 2004. "The Influence of Physical and Sexual Abuse on Marriage and Cohabitation." American Sociological Review 69(6):768-789.
- MMDCS Chapter 4: Systematic Anomalous Case Analysis

**Tues  
July 10**      **Focus Groups and Surveys**

**Readings**

- Morgan, David L. 1996. "Focus Groups." Annual Review of Sociology 22:129-52.
- Zeller, Richard A. "Combining Qualitative and Quantitative Techniques to Develop Culturally Sensitive Measures." in David G. Ostrow and Ronald C. Kessler (Eds.) Methodological Issues in AIDS Behavioral Research. New York: Plenum Press, pp. 95-116.

**Wed  
July 11**      **Hybrid Methods**

**Readings**

- MMDCS Chapter 5: Neighborhood History Calendars
- Freedman, Deborah S., Arland Thornton, Donald Camburn, Duane Alwin, and Linda Young-Demarco. 1988. "The Life History Calendar: A Technique for Collecting Retrospective Data." Sociological Methodology 18:37-68
- MMDCS Chapter 6: Life History Calendars
- Massey, Douglas S. 1987. "The Ethnosurvey in Theory and Practice." International Migration Review 21:1498-1522.

**Thurs  
July 12**      **Data Analysis and Writing Results**

**Readings**

- Sandelowski, Margarete. 2003. "Chapter 12 Tables or Tableaux? The Challenges of Writing and Reading Mixed Methods Studies," in Tashakkori, A. and C. Teddlie (eds.) Handbook of Mixed Methods in the Social and Behavioral Research. Thousand, CA: Sage.
- Onwueghbuze, Anthony and Charles Teddlie. 2003. "Chapter 13: A Framework for Analyzing Data in Mixed Methods Research," in Tashakkori, A. and C. Teddlie (eds.) Handbook of Mixed Methods in the Social and Behavioral Research. Thousand, CA: Sage.
- Bazeley, Patricia. 2003. "Chapter 14: Computerized Data Analysis for Mixed Methods Research," in Tashakkori, A. and C. Teddlie (eds.) Handbook of Mixed Methods in the Social and Behavioral Research. Thousand, CA: Sage

**Fri  
July 13**      **Conclusions and Debriefing**

**Readings**

- MMDCS Chapter 8: Conclusion

**Assignment 3 Due**

RESEARCH PROPOSAL: Write a proposal laying out your research question/s, brief explanation of your theoretical motivations and/or previous literature, and full detail regarding your data collection and analysis plan.