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:

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 (~½ page, double-spaced)
15% Assignment 2: Specific Aims (1-2 pages, double-spaced)
50% Assignment 3: Research Proposal (5-10 pages, single-spaced)

Grades
<table>
<thead>
<tr>
<th>Grades</th>
<th>Letters</th>
</tr>
</thead>
<tbody>
<tr>
<td>90 - 100</td>
<td>A</td>
</tr>
<tr>
<td>80 - 89</td>
<td>B</td>
</tr>
<tr>
<td>70 - 79</td>
<td>C</td>
</tr>
<tr>
<td>60 - 69</td>
<td>D</td>
</tr>
<tr>
<td>&lt;60</td>
<td>F</td>
</tr>
<tr>
<td>Mon</td>
<td>July 2</td>
</tr>
<tr>
<td>-----------</td>
<td>--------</td>
</tr>
<tr>
<td>Reading</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Tues</th>
<th>July 3</th>
<th>Foundations of a Mixed Method Approach</th>
</tr>
</thead>
<tbody>
<tr>
<td>Readings</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>MMDCS Chapter 1: Mixing Methods as a Data Collection Strategy</td>
</tr>
</tbody>
</table>

**Assignment 1 Due**
RESEARCH QUESTION: Give a brief statement of your research question/s (~½ page, double-spaced).

<table>
<thead>
<tr>
<th>Wed</th>
<th>July 4</th>
<th>HOLIDAY--NO CLASS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Thurs</td>
<td>July 5</td>
<td>Mixed Method Research Design and Issues</td>
</tr>
<tr>
<td></td>
<td></td>
<td>MMDCS Chapter 2: Fitting Data Collection Methods to Research Aims</td>
</tr>
</tbody>
</table>
Fri  
July 6  

Community Study Approach

Readings
• MMDCS Chapter 3: The Micro-Demographic Community Study Approach

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
• MMDCS Chapter 4: Systematic Anomalous Case Analysis

Tues  
July 10  

Focus Groups and Surveys

Readings

Wed  
July 11  

Hybrid Methods

Readings
• MMDCS Chapter 5: Neighborhood History Calendars
• MMDCS Chapter 6: Life History Calendars

-3-
Thurs  
July 12  
Data Analysis and Writing Results

Readings


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.