

RESEARCH DESIGN

Qualitative,
Quantitative,
and Mixed Methods
Approaches

SECOND EDITION



John W. Creswell

Detailed Contents

Preface	xix
Purpose	xix
Audience	xtx
Format	xx
Outline of Chapters	xxii
Acknowledgments	xxvi
PART I: PRELIMINARY CONSIDERATIONS	1
1 A Framework for Design	3
Three Elements of Inquiry	4
Alternative Knowledge Claims	6
<i>Postpositive Knowledge Claims</i>	6
<i>Socially Constructed Knowledge Claims</i>	8
<i>Advocacy/Participatory Knowledge Claims</i>	9
<i>Pragmatic Knowledge Claims</i>	11
Strategies of Inquiry	13
<i>Strategies Associated With the Quantitative Approach</i>	13
<i>Strategies Associated With the Qualitative Approach</i>	14
<i>Strategies Associated With the Mixed Methods Approach</i>	15
Research Methods	17
Three Approaches to Research	18
Criteria for Selecting an Approach	21
Match Between Problem and Approach	21
Personal Experiences	22
Audience	23
Summary	23
<i>Writing Exercises</i>	24
<i>Additional Readings</i>	24

2	Review of the Literature	27
	Identifying a Topic	27
	A Researchable Topic	28
	Purpose of the Literature Review	29
	Literature Reviews in Qualitative, Quantitative, and Mixed Methods Research	30
	Design Techniques	33
	Computerized Databases	36
	A Priority for Resources in the Literature	38
	A Literature Map of the Research	39
	Abstracting Studies	41
	■ Example 2.1 Review of a Quantitative Study	42
	■ Example 2.2 Review of a Study Advancing a Typology	43
	Style Manuals	43
	A Model for Writing the Literature Review	45
	<i>Summary</i>	46
	<i>Writing Exercises</i>	47
	<i>Additional Readings</i>	48
3	Writing Strategies and Ethical Considerations	49
	Writing the Proposal	49
	Central Arguments to Make	49
	Format for a Qualitative Proposal	50
	■ Example 3.1 A Qualitative Constructivist/ Interpretivist Format	50
	■ Example 3.2 A Qualitative Advocacy/ Participatory Format	51
	Format for a Qualitative Format Proposal	52
	■ Example 3.3 A Quantitative Format	52
	Format for a Mixed Methods Proposal	53
	■ Example 3.4 A Mixed Methods Format	53
	Writing Tips	54
	Writing as Thinking	54
	The Habit of Writing	55
	Readability of the Manuscript	57
	■ Example 3.5 A Sample Passage Illustrating the Hook-and-Eye-Technique	59

Voice, Tense, and "Fat"	60
Ethical Issues To Anticipate	62
Ethical Issues in the Research Problem Statement	63
Ethical Issues in the Purpose Statement and Research Questions	63
Ethical Issues in Data Collection	64
Ethical Issues in the Data Analysis and Interpretation	66
Ethics in Writing and Disseminating the Research	66
<i>Summary</i>	67
<i>Writing Exercises</i>	68
<i>Additional Readings</i>	69
II PART II: DESIGNING RESEARCH	71
4 The Introduction	73
The Importance of Introductions	73
Qualitative, Quantitative, and Mixed Methods Introductions	74
A Model for an Introduction	76
An Illustration	77
The Research Problem in the Study	79
Review Studies Addressing the Problem	81
Deficiencies in Past Literature	82
■ Example 4.1 Deficiencies in the Literature—Needed Explorations	83
■ Example 4.2 Deficiencies in the Literature—Few Studies	83
Importance of a Study for an Audience	84
<i>Summary</i>	85
<i>Writing Exercises</i>	85
<i>Additional Readings</i>	85
5 The Purpose Statement	87
Significance and Meaning of a Purpose Statement	87
A Qualitative Purpose Statement	88

■ Example 5.1	A Purpose Statement in a Qualitative Phenomenology Study	90
■ Example 5.2	A Purpose Statement in a Case Study	91
■ Example 5.3	A Purpose Statement in an Ethnographic Study	92
■ Example 5.4	A Purpose Statement in a Grounded Theory Study	93
A Quantitative Purpose Statement		93
■ Example 5.5	A Purpose Statement in a Published Survey Study	97
■ Example 5.6	A Purpose Statement in a Dissertation Survey Study	98
■ Example 5.7	A Purpose Statement in an Experimental Study	98
A Mixed Methods Purpose Statement		99
■ Example 5.8	A Mixed Methods Purpose Statement, Convergent Strategy of Inquiry	101
■ Example 5.9	A Mixed Methods Purpose Statement, Sequential Strategy of Inquiry	102
<i>Summary</i>		103
<i>Writing Exercises</i>		103
<i>Additional Readings</i>		104
6	Research Questions and Hypotheses	105
Qualitative Research Questions		105
■ Example 6.1	A Qualitative Central Question From an Ethnography	107
■ Example 6.2	Central Questions From a Case Study	108
Quantitative Research Questions and Hypotheses		108
■ Example 6.3	A Null Hypothesis	109
■ Example 6.4	Directional Hypotheses	110
■ Example 6.5	Nondirectional and Directional Hypotheses	111
■ Example 6.6	Standard Use of Language in Hypotheses	112
A Model for Descriptive Questions and Hypotheses		112

■ Example 6.7 Descriptive and Inferential Questions	112
Mixed Methods Research Questions and Hypotheses	114
■ Example 6.8 Hypotheses and Research Questions in a Mixed Methods Study	115
<i>Summary</i>	116
<i>Writing Exercises</i>	117
<i>Additional Readings</i>	117
7 The Use of Theory	119
Quantitative Theory-Use	120
Definition of a Theory	120
Form of Theories	121
Placement of Quantitative Theories	125
A Model for Writing a Quantitative Theoretical Perspective	127
■ Example 7.1 A Quantitative Theory Section Theoretical Perspective	128
Qualitative Theory-Use	131
Variation in Theory-Use in Qualitative Research	131
Locating the Theory or Pattern in Qualitative Research	134
■ Example 7.2 An Example of Theory-Use Early in a Qualitative Study	134
■ Example 7.3 A Theory at the End of a Qualitative Study	135
Mixed Methods Theory-Use	136
■ Example 7.4 A Transformative-Emancipatory Mixed Methods Study	139
<i>Summary</i>	139
<i>Writing Exercises</i>	140
<i>Additional Readings</i>	141
8 Definitions, Limitations, and Significance	142
The Definition of Terms	142
Terms to Define	143
■ Example 8.1 Terms Defined in a Mixed Methods Dissertation	146

■ Example 8.2 Terms Defined in an Independent Variables Section in a Quantitative Dissertation	147
Delimitations and Limitations	147
■ Example 8.3 A Delimitation and a Limitation in a Doctoral Dissertation Proposal	148
Significance of the Proposed Study	149
■ Example 8.4 Significance of the Study Stated in an Introduction to a Quantitative Study	149
<i>Summary</i>	150
<i>Writing Exercises</i>	151
<i>Additional Readings</i>	151
9 Quantitative Methods	153
Defining Surveys and Experiments	153
Components of a Survey Method Plan	154
The Survey Design	154
The Population and Sample	156
Instrumentation	157
Variables in the Study	159
Data Analysis	159
■ Example 9.1 An Example of a Survey Method Section	161
Methodology	161
Components of an Experimental Method Plan	162
Participants (Formerly Called Subjects)	164
Variables	165
Instrumentation and Materials	166
Experimental Procedures	166
■ Example 9.2 Pre-Experimental Designs	168
■ Example 9.3 Quasi-Experimental Designs	169
■ Example 9.4 True Experimental Designs	170
■ Example 9.5 Single-Subject Designs	170
Threats to Validity	171
The Procedure	172
Statistical Analysis	172

■ Example 9.6 An Experimental Method Section	173
<i>Summary</i>	175
<i>Writing Exercises</i>	176
<i>Additional Readings</i>	176
10 Qualitative Procedures	179
The Characteristics of Qualitative Research	179
Strategies of Inquiry	183
The Researcher's Role	184
Data Collection Procedures	185
Data Recording Procedures	188
Data Analysis and Interpretation	190
Validating the Accuracy of Findings	195
The Qualitative Narrative	197
■ Example 10.1 Qualitative Procedures	198
<i>Summary</i>	205
<i>Writing Exercises</i>	206
<i>Additional Readings</i>	206
11 Mixed Methods Procedures	208
Components of Mixed Methods Procedures	209
The Nature of Mixed Methods Research	209
Types of Mixed Methods Strategies	210
Criteria for Choosing a Strategy	210
Implementation	211
Priority	212
Integration	212
A Theoretical Perspective	213
Alternative Strategies and Visual Models	213
Sequential Explanatory Strategy	215
Sequential Exploratory Strategy	215
Sequential Transformative Strategy	216
Concurrent Triangulation Strategy	217
Concurrent Nested Strategy	218
Concurrent Transformative Strategy	219
Data Collection Procedures	219

Data Analysis and Validation Procedures	220
Report Presentation Structure	222
Examples of Mixed Methods Procedures	222
■ Example 11.1 A Sequential Strategy of Inquiry	223
■ Example 11.2 A Concurrent Strategy of Inquiry	224
<i>Summary</i>	225
<i>Writing Exercises</i>	226
<i>Additional Readings</i>	226
References	228
Author Index	237
Subject Index	240
About the Author	246