


## Chapter 15

# The Importance of Qualitative Methods in Mixed Methods Studies

Jacquelynn A. Boivin

 <https://orcid.org/0000-0002-5763-5707>  
Bridgewater State University, USA

### ABSTRACT

*This chapter presents a thorough review of the literature dedicated to learning more about mixed methods research design. Explanatory sequential mixed methods studies and exploratory sequential mixed methods studies are the two types of mixed methods research design models that this chapter presents in detail. To contextualize different ideas related to research design, the author provides examples of research studies that exemplify different research designs falling within mixed methods. The main objective of this chapter is to highlight the important role that qualitative research design plays in mixed methods research. Such a presentation of the literature aims to argue that qualitative data substantiates quantitative data as a means to heighten the regard which the qualitative methodology receives.*

### INTRODUCTION

Historically, as qualitative research methods have struggled to gain the level of respect and prowess as quantitative research methods, mixed methodology lacks a substantial amount of guidance in the literature. As a Ph.D. candidate at Lesley University in Cambridge, MA, I desired to conduct a phenomenology for my dissertation, but struggled to structure a strictly-qualitative study in a way that would appease my

DOI: 10.4018/978-1-7998-7600-7.ch015

dissertation committee. I soon learned that many students earning doctorates in the field of Education, and other disciplines within the humanities and social sciences, faced the same struggle. The only way their qualitative data could be justified would be if they had quantitative data to support their qualitative data. This was when I started to investigate mixed methods approaches to research design.

In this chapter, two options of mixed methods studies are explored. The first is explanatory sequential mixed methods study and the second is exploratory sequential mixed methods study. These two types of mixed methods research can be described a truly symbiotic relationship. The two different portions of each of these research methods provide deeper insight to the other. The qualitative portion informs the quantitative portion, and vice versa. The main objective for supplying such an exploration of mixed methods research is to understand the vastly important role of qualitative methodology within mixed methods. In turn, this discussion dispels the fallacy that the benefit of mixed methods is that quantitative data substantiates qualitative data. This chapter argues that the opposite is true. Mixed methods research is powerful and insightful because it allows qualitative data to substantiate quantitative data. Qualitative methods, in summary, have more value in mixed methods research than quantitative methods.

## **BACKGROUND**

Russell and Gregory (2003) articulated that qualitative research struggles to agree upon consistent expectations in regard to reliability and validity. The inconsistencies within qualitative research methods has contributed to the idea that qualitative research is not as accurate, valid, or reliable as quantitative research methods. This chapter aims to disrupt this notion by placing heavy emphasis on the value and importance of quantitative research methodology. While some academic scholars may argue that mixed methods research is the only version of qualitative research that is valid and reliable because it has quantitative research methods to substantiate the qualitative data, this chapter takes the opposite viewpoint. What if qualitative data substantiates quantitative data regardless of the mixed methods approach. While the claims in this chapter are broad in nature, the generalized perspective allows for researchers of all specializations to reimagine qualitative methodology.

## **MAIN FOCUS OF THE ARTICLE**

This chapter addresses the importance of qualitative data within mixed methods research and is divided into three main sections: (a) explanatory sequential mixed

23 more pages are available in the full version of this document, which may be purchased using the "Add to Cart" button on the publisher's webpage: [www.igi-global.com/chapter/the-importance-of-qualitative-methods-in-mixed-methods-studies/277052](http://www.igi-global.com/chapter/the-importance-of-qualitative-methods-in-mixed-methods-studies/277052)

## Related Content

---

### Comparative Performance Evaluation of Effects of Modifier in Asphaltic Concrete Mix

Muhammad Zafar Ali Shah, Uneb Gazder, Muhammad Sharif Bhatti and Muhammad Hussain (2018). *International Journal of Strategic Engineering* (pp. 13-25).  
[www.irma-international.org/article/comparative-performance-evaluation-of-effects-of-modifier-in-asphaltic-concrete-mix/204388](http://www.irma-international.org/article/comparative-performance-evaluation-of-effects-of-modifier-in-asphaltic-concrete-mix/204388)

### Work-Integrated Learning Praxis: Selecting a Research Paradigm

Bruce Calway (2017). *Methods and Paradigms in Education Research* (pp. 278-289).  
[www.irma-international.org/chapter/work-integrated-learning-praxis/171003](http://www.irma-international.org/chapter/work-integrated-learning-praxis/171003)

### Using UTAUT for Blockchain Assessment

Andrew Mangle (2022). *International Journal of Strategic Engineering* (pp. 1-9).  
[www.irma-international.org/article/using-utaut-for-blockchain-assessment/292444](http://www.irma-international.org/article/using-utaut-for-blockchain-assessment/292444)

### Lateral Load Performance Analysis of Dhajji Dewari Using Different Infills

Hafiz Muhammad Rashid, Shaukat Ali Khan, Rao Arsalan Khushnood and Junaid Ahmad (2018). *International Journal of Strategic Engineering* (pp. 1-12).  
[www.irma-international.org/article/lateral-load-performance-analysis-of-dhajji-dewari-using-different-infills/204387](http://www.irma-international.org/article/lateral-load-performance-analysis-of-dhajji-dewari-using-different-infills/204387)

### A Hybrid Technique Using PCA and Wavelets in Network Traffic Anomaly Detection

Stevan Novakov, Chung-Horng Lung, Ioannis Lambadaris and Nabil Seddigh (2015). *Research Methods: Concepts, Methodologies, Tools, and Applications* (pp. 758-786).  
[www.irma-international.org/chapter/a-hybrid-technique-using-pca-and-wavelets-in-network-traffic-anomaly-detection/124526](http://www.irma-international.org/chapter/a-hybrid-technique-using-pca-and-wavelets-in-network-traffic-anomaly-detection/124526)