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research evaluation surveys

Mixed Method Research – a short lecture
and group discussion for the SRA, Cardiff
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Introduction

- Mixed method research is the mixing of methods to inform a wide range of social studies and inquiry.
- If it is to be of value it should help explain the research question more clearly than a singular approach.
- Mixed methods research is appropriate to evaluators of social programmes and policy as the report has different readers / uses needs.
- Let's start with a basic definition that mixed method research should combine two or more methods.

Reference Points - Let's start with a few terms, so they are defined.

- **Combination of Quantitative + Qualitative**
- Statistical analysis of project beneficiary data for example + interviews with project beneficiaries.

OR MAYBE

- **Soft Data + Hard Data**
- Words Scales
- Symbols Frequencies
- Settings Variance

Reference Points – philosophy of science

- Epistemology – what are the most valid ways to create knowledge for the social researcher?
- Are the facts there – or do we create them?
- Positivist vs Interpretive
- Objective vs Constructive

Reference Points

- **Inductive** – does project data demonstrate better employment outcomes for the cohort?
- **Deductive** – why does this employment project work? What is happening that makes it a success?
- **OR (at a push)... in Evaluation Studies**
- **OUTCOME / IMPACT** evaluation = Deductive - Policy – Funding – Outcomes?
- **PROCESS** evaluation = Inductive – it works – but why?

Another view ...

- Much quant is based on measuring variance around the mean (least square & -2loglikelihood models too) and building models from samples that infer that variance onto population groups – the MEAN includes all data units.
- Much qual is based on a deep understanding of several or many units, but rarely all units, but a quantum away from simple socio / demo / economic variables.
- Mixed methods combines both qualities.
- Quant measures and Qual explains.

Methodology or Method

Methodology	Method
Survey	Online survey – Paper Questionnaire - CATI
Statistical Analysis	Factor analysis Multi dimensional modelling Regression Descriptive statistics
Grounded Theory	Open coding Thematic coding
The foundations of social research: meaning and perspective in the research process. By Michael Crotty	

A brief history from 1896 to ... today!

- Durkheim established social inquiry as a science, protecting his subject from criticism by placing it into a positivist and empirical philosophy – establishing ‘social facts’ using ‘scientific method’.
- Durkheim would have loved SPSS. He published a seminal paper on Suicide rates – Catholic vs Protestant.
- But how well does a mean and standard deviation represent the context and views of people?
- Weber recognised this gap and introduced the concept or *verstehen* – or context – interpretive inquiry.

Revolution; a paradigm shift 1950/60s

- In the 50/60s the positivist approach increasingly came under attack (Kuhn/Popper) and interpretive methodologies and methods increasingly gained ground in use and expertise.
- Grounded theory
- Discourse analysis
- Content analysis
- Semiotics
- Open coding

Triangulation ... 1970s

- **DENZIN (1970)** - Heavily influenced by Wright Mills and the Chicago School of Urban Sociology. Reflexive and Interpretive.
- ***Data triangulation:*** involves time, space, and people
- ***Investigator triangulation:*** involves multiple researchers in an investigation
- ***Theory triangulation:*** involves using more than one theoretical scheme in the interpretation of the phenomenon
- ***Methodological triangulation:*** involves using more than one method to gather data, such as interviews, observations, questionnaires, and documents.
- *'By combining multiple observers, theories, methods, and empirical materials, researchers can hope to overcome the weakness or intrinsic biases and the problems that come from single method, single-observer and single-theory studies.'*

Triangulation of Durkheim's 'Suicide' using a mixed method approach ...

- Lets start by reviewing the critique of Emile Durkheim's suicide paper (1897).
- Hypothesis using quantitative data = Protestants have a higher suicide rate than Catholics because Catholics have stronger family and community support networks and Protestants are more individualistic with lower social integration.
- **But use a mixed method approach and interview how officials recorded death shows that ...**
- Catholics have a religious and cultural prohibition against suicide and are less likely to record it specifically and more likely to record "unspecified" than Protestants. (Poppel & Day, 1996).
- This context is not apparent within the quant data.

Pragmatic approach

- What is the best way to answer a research question?
- Different questions demand different approaches.
- Different approaches may result in different results or interpretations.
- Interaction between results.
- Complimentary not combined (Sale)

Ask an expert ...

- Journal of Mixed Method Research
- Professor John Cresswell
- *Designing and conducting MMR – Sage 2011*
- MMR (2007) – asked 21 MM researchers to define MMR – narrowed down to 19 definitions!


Mixed Informants

Stakeholders views	Semi structured interviews using telephone and topic guide
Project / Delivery Team views	Observation at project and conversation with topic guide + Categories of delivery
Participant / Beneficiary views	Random selected Case Studies
Secondary views	Soft outcomes from perspective of parents / carers / mentors.

Mixed Data Sources

Monitoring data	Internal
Socio / economic / demographic	External but 3 rd party
Interviews Survey Data Case Studies	External Evaluator

Balance



QUANT	Qual
QUAL	Quant
quant	QUAL
qual	QUANT

Real life example from COASTAL

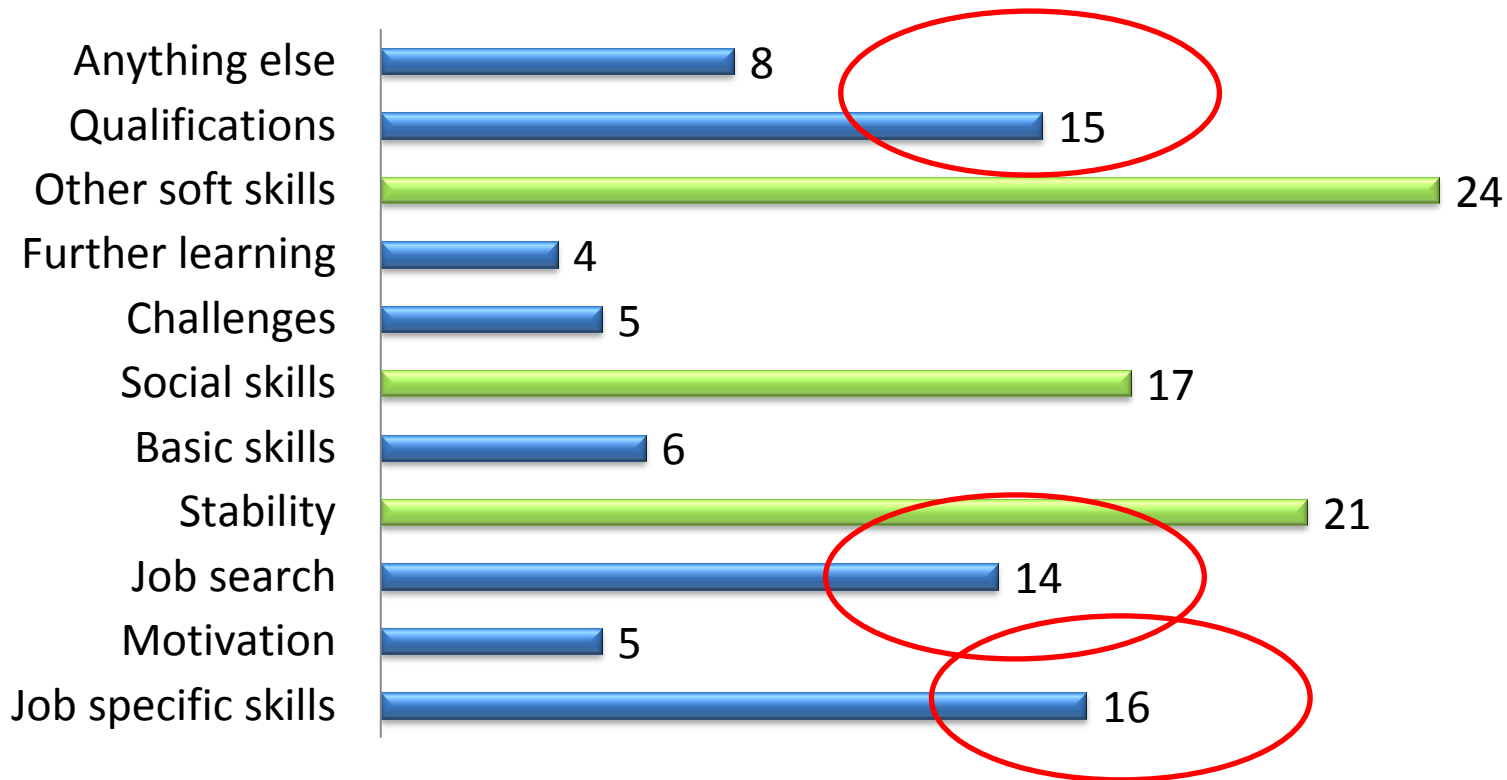
- From ~ 2,000 participants we selected at random 40 case studies with participants.
- Interviews were undertaken face to face between October and Dec 2011.
- In total 29 Interviews completed and 11 no shows / DNAs.

Method/olgy

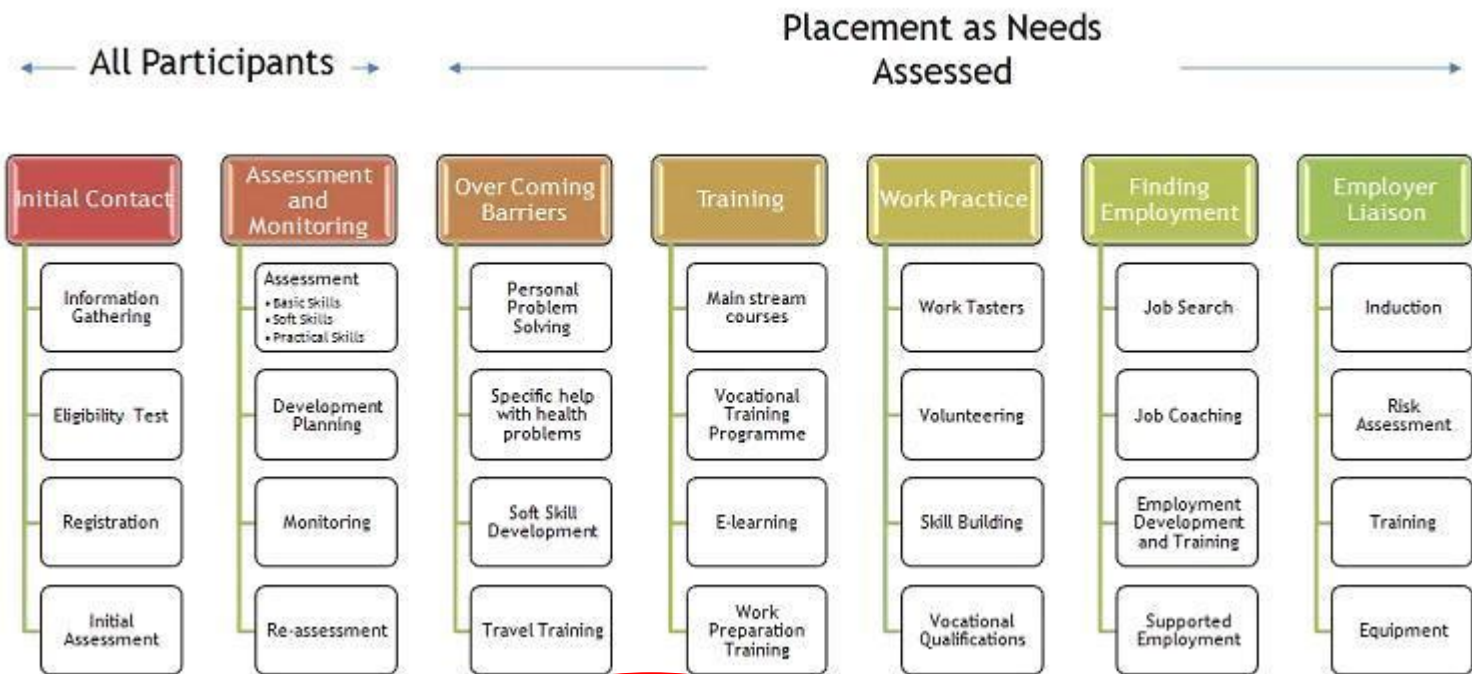
- Topic Guide
- Categories from interviews
- Story / History
- Coding / Themes
- Analysis
- Deductive hypothesis = employment focus

Random Case Studies – a mixture of quasi-experimental design and qualitative inquiry.

Thematic Analysis



Categories combined with discussion and then textual analysis. Deductive & Inductive combined.

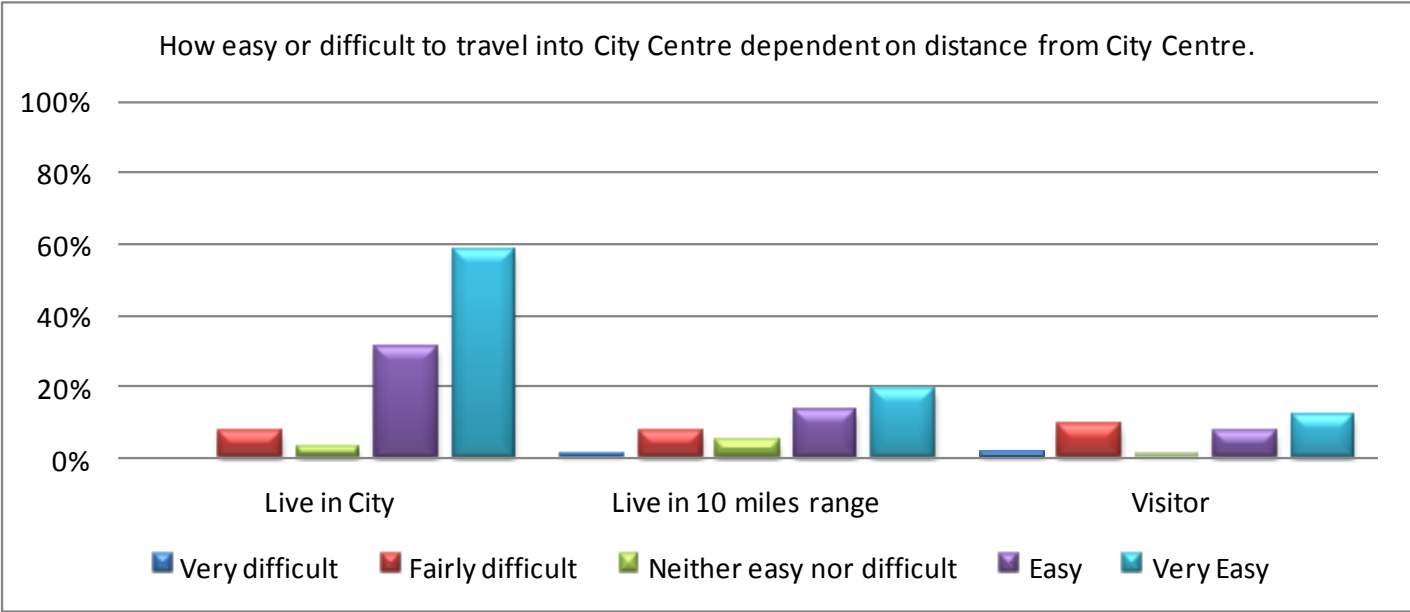


Score/Stage	1	2	3	4	5	6	7	8 (Employment)
Count	12	8	42	60	42	18	6	4

Swansea Street Survey

- Bread and butter street survey – street interview using paper and pen
- Likert categories
- What three words would you use to describe Swansea?
- Open but contained.

Swansea Travel to Centre - Positivist



Swansea – Autos – Interpretive - Context

Very easy / fairly easy	<ul style="list-style-type: none"> • Get dropped off then walk into town x 2 • Too many road works though x 2 • Used to it x 2 • All dependent on the traffic and if you catch the lights on green • Problems parking though • No problems • Could be better • Avoid peak periods • Straight forward
Neither easy nor difficult	<ul style="list-style-type: none"> • Last 5 years - its better • Same as everywhere else • Depends which way you are coming in • It varies according to the day. Better in school holidays • Depends on traffic • Depends on time of day. Saturday is a nightmare. Road works!
Fairly difficult / very difficult	<ul style="list-style-type: none"> • Confusing x 6 • Road works x 5 • Too many traffic lights x 4 • Not very well signposted x 3 • Difficult to navigate your way around x 3 • Busy traffic x 2 • Not the best for driving. Got lost on one ways - especially Kingsway • Postcodes in city centre different to what sat nav says

Swansea – Bus – Interpretive - Context

Very easy / fairly easy	<ul style="list-style-type: none">• Plenty of buses x2• Lots of traffic jams though• No problems
Neither easy nor difficult	<ul style="list-style-type: none">• Quite regular - every half hour or every hour - need them a bit more regular• Depends on traffic• Very easy in the week - no buses on a Sunday
Fairly difficult / very difficult	<ul style="list-style-type: none">• Not regular enough x 3• No buses in evenings x 3• Road works• Sometimes lack of buses• Not enough bus drivers and late

Swansea – Walk – Interpretive - Context

Very easy / fairly easy	<ul style="list-style-type: none">• Close to we live so easy to get about x 5• I like the new waterfront• Safe• Better than the Midlands - here they have flat, even surfaces• If weather is good
Neither easy nor difficult	<ul style="list-style-type: none">• Cross roads difficult - not enough pedestrian crossings• A few crossings too many
Fairly difficult / very difficult	<ul style="list-style-type: none">• Get lost easily just moved here• Crossing is difficult from Orchard St to anywhere is a nightmare• Because of the road works x 2• Not easy slow lights• Dangerous road crossing. Grand theatre too dangerous - not well organised. Dragon hotel area - old system better

Swansea - Good

beaches⁽²⁹⁾ beautiful⁽⁹⁾ better⁽³⁾ buildings⁽³⁾ bus⁽⁶⁾
castle-square⁽⁵⁾ castle⁽⁶⁾ centre⁽¹⁷⁾ city⁽⁸⁾ development⁽³⁾
done⁽⁶⁾ everything⁽⁹⁾ football⁽⁷⁾ friendly⁽⁶⁾ gardens⁽³⁾
gower⁽¹⁰⁾ improvement⁽³⁾ live⁽⁵⁾ looks⁽³⁾ lot⁽⁵⁾ lovely⁽¹⁶⁾
marina⁽⁵²⁾ market⁽³⁾ mumbles⁽¹¹⁾ none⁽³⁾
nothing⁽¹⁴⁾ park⁽⁸⁾ people⁽¹⁵⁾ pleasant⁽³⁾ proud⁽⁵⁾
quadrant⁽⁷⁾ quiet⁽⁹⁾ restaurants⁽³⁾ sa1⁽⁹⁾ saint⁽⁴⁾ scenery⁽⁷⁾
seaside⁽³⁾ shops⁽¹⁰⁾ singleton⁽³⁾ station⁽⁷⁾ street⁽³⁾ team⁽⁴⁾ town⁽³⁾
university⁽⁴⁾ view⁽⁴⁾ walk⁽⁵⁾ waterfront⁽¹³⁾

Swansea - Bad

alcoholics (3) area (7) bad (6) bit (3) buildings (6) castle (6)
centre (12) city centre (7) closed (4) coming (3) concrete (6) cross (3)
derelict (4) dirty (7) drinks (3) drug users (4) drugs (10) drunks (9) empty (4)
full (4) gardens (6) **high street** (67) hill (7)
impression (3) kingsway (7) lack (7) lighting (3) litter (5) mess (3) neglected (3)
night (5) nothing (5) park tawe (3) park (3) people (10) revamp (3) road (9)
rough (5) rubbish (3) run down (11) rundown (5) scruffy (4)
shops (16) st davids (6) station (4) streets (7) student (4) swansea (4)
system (7) terrible (4) tlc (3) town (9) traffic (5) train station (3) train (3)
variety (3) whole (3) wind street (10)

Group Exercise

- Why did people take part in the summer riots?
- What is the effect of temporary exclusions (suspensions) from education on young people?
- How easy is it for older people to complain about poor out patient services?

Summary

- MMR – pragmatic
- Explains more
- Measures more
- Validates / confirms / challenges
- Widens the audience
- New paradigm?

Reading

- Designing & Conducting MMR (Cresswell)
- Journal of Mixed Methods Research (Cresswell)
- Journal: Quality & Quantity
- *Validity and Qualitative Research: An Oxymoron?*
- *A common base for quality control criteria in quantitative and qualitative research*
- *Revisiting the Quantitative-Qualitative Debate: Implications for Mixed-Methods Research*
- *A typology of mixed methods research designs*

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The End - Thank You

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