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Preface

Acknowledgment

Section 1
Research Paradigms

Section description
Research paradigms address the philosophical dimensions of social sciences. A research paradigm is a set of fundamental assumptions and beliefs as to how the world is perceived which then serves as a thinking framework that guides the behavior of the researcher. This chapter explains the different points of view on paradigms. The historical background of mixed methods research, including the debate among the three methodology communities, is described. In addition, the nature of mixed methods and its rational is discussed.

Chapter 1
The Nature of Research Methodologies: Terms and Usage within Quantitative, Qualitative, and Mixed Methods
Tran, Ben. Alliant International University, United States

Chapter 2
Moving from Tension to Texture: The Paradigmatic Roots of Mixed Methods Research
Cosgrove, Preston. Cardinal Stritch University, United States
Jonas, Peter. Cardinal Stritch University, United States

Chapter 3
Mixed Method Research – A Concept
Aroop, Mukherjee. Department of Agribusiness and Information Systems, Malaysia
Hirawaty, Kamarulzaman, Nitty, Department of Agribusiness and Information Systems, Malaysia

Section 2
Designing a Mixed Methods Research Study
Researchers need to make numerous methodical decisions including the research design which is the blueprint for the study. This chapter outlines the design decisions that need to be made. The design is chosen based on which strategy is best suited to answer the research question(s). The three basic mixed methods designs are discussed: Parallel Convergent, Sequential (Explanatory or Exploratory), and Embedded Design. Additional decisions need to be made about the implementation of the study including the sequencing of the data collection, weight of the two methods (quantitative and qualitative), and when and how to converge the data.

Chapter 4
It is all in the Design: Creating the Foundations of a Mixed Methods Research Study

Baran, Mette L. Cardinal Stritch University, United States

Chapter 5
Designs of Mixed Methods Research

Manzoor, Amir. Bahria University, Pakistan

Section 3
Sampling in Research

This chapter explains the role of sampling in research. Sampling plays an important role in any research study and careful consideration needs to be placed on who to include as participants as part of the design process. Researchers need to determine sample sizes for the quantitative and qualitative data and whether or not to include the same participants for both strands of the study. In addition, decisions around random sampling or purposeful sampling must be considered.

Chapter 6
Sampling in Research

Mujere, Never. University of Zimbabwe, Zimbabwe

Section 4
Data Collection Using Innovative Tools

Section description
Collecting data is critical to the design of the study and the researcher needs to determine whether the data should be collected concurrently—namely quantitative and qualitative data at the same time, or sequentially—collecting and analyzing one type of data at a time. While the traditional forms of data collection have been stable over the years—collecting archival data, surveys/questionnaires, interviews, and observation—alternative forms of data collection tools are starting to emerge. This allows the researcher to explore an issue at a more holistic level.

Chapter 7
Analyzing Qualitative Data: Visualizing Lived Experiences through Poems and Photography
Stevenson, Carolyn. Kaplan University, United States

Section 5
Analyzing Data

Section description
Researchers need to give great consideration to the data analysis process, mastering both the deductive and the inductive analytical stages. There are two sources of interpretation and the researcher needs to move swiftly between a pragmatic positivist approach to a more interpretary stance relying on observations and words to better understand the context surrounding the study in order to build theory. Mixed methods researchers operate between statistical enumeration and analysis seeking to confirm hypotheses while coding qualitative data to detect patterns; hence they are required to demonstrate a repertoire for methodologies.

Chapter 8
Analyzing Quantitative Data
Kalaian, Sema. Eastern Michigan University, United States
Kasim, Rafa. Indiana Tech University, United States

Chapter 9
Analyzing Quantitative Data in Mixed Methods Research for Improved Scientific Study
Boachie, Christopher. Central University College, Ghana

Chapter 10
How Marketers conduct Mixed Methods Research: Incorporating the Exploratory Sequential Design with the Hierarchy of Effects Model
Baran, Roger. DePaul University, United States

Chapter 11
Making Sense of All the Words: Analyzing Qualitative Data
Jones, Janice. Cardinal Stritch University, United States
Section 6
Data Analysis: Examples of Research Studies using Mixed Methods

In this section three studies are used as innovative examples of how researchers use mixed methods to provide holistic interpretations of phenomena. Mixed methods researchers need to be experienced in three types of data analysis strategies. This chapter provides examples of innovative mixed methods research studies combining the use of inductive and deductive logics. The strength of a mixed methods approach is that it provides ample opportunities for researchers to be creative and eclectic in their approach, examining an issue from various angles using a myriad of data collection tools and data analysis techniques.

Chapter 12
Examining Online Communities: A method for Quantitative Analysis of Qualitative Data
Hughes, Michael, G. HumRRO, United States
Griffith, Jennifer, A. Alfred University, United States
Byrne, Cristina. University of Oklahoma, United States
Nei, Darin S. Hogan Assessment Systems, United States
Harkrider Beechly, Lauren. IBM, United States
Zeni, Thomas, A. East Central University, United States

Chapter 13
Suleiman, Randa. Cardinal Stritch University, United States
Byrd, Clavon. Cardinal Stritch University, United States

Chapter 14
Morphological Ontology Design Engineering: A Methodology to Model Ill-Structured Problems
Mrs. Joey Jansen van Vuuren, Council for Scientific and Industrial Research, South Africa & University of Venda, South Africa
Leenen, Louise. CSIR, South Africa & University of Venda, South Africa
Grobler, Marthie, M. CSIR, South Africa
The numerous steps to be considered when conducting a research study can be daunting for an inexperienced researcher. Similarly, teaching these skills to students requires considerable thought as to how to best provide an integrated approach to teaching both strands and then combining this orientation. This section provides a step by step linear approach to the research process. The mixed methods researcher needs to manage numerous competencies starting with the philosophical assumptions underlying the use of mixed methods. Considerable data from each component and make meaningful inferences. In addition, a mixed methods study needs to integrate, link and connect the two strands of research in order to provide a comprehensive understanding of the issue under investigation.
published CRM: The Foundation of Contemporary Marketing Strategy in 2013 and they are currently writing a second edition (Routledge: Taylor & Francis Group).

Christopher Boachie is a lecturer of Central Business School, Central University College in Accra Ghana, an academic and a practising Chartered Accountant (ACCA-UK) with specialization in corporate finance, international economics and trade and financial risk management. He was educated in Kwame Nkrumah University of Science and Technology in Kumasi Ghana, Technical University of Freiberg in Germany and the London School of Accountancy (UK). He is currently reading his PhD at Open University of Malaysia. He has considerable, teaching, consulting and practise experience in the application of accountancy and finance theory and financing of international trade and risk management. He is a Chartered Accountant with the Association of Certified Chartered Accountants of UK. He was an Investment Manager and in charge of oil and gas unit of International Energy Insurance. He has worked and consulted for Stephens and Co in London, LD and sons both in Ghana and Italy. He is a founding Director of Premia consulting firm in Ghana. His professional focus is on the corporate financial analysis, financial accounting and reporting and has a strong passion for financial risk management.

Clavon Byrd is an Assistant Professor and Department Chair of Teacher Education at Cardinal Stritch University in Milwaukee, WI. Clavon worked in K – 12 education for 17 years, including 10 years as a principal. Clavon earned a doctorate in educational leadership. His areas of interest are teacher preparation, edTPA support, and experiences of minority teachers and students.

Cristina Byrne graduated from the University of Oklahoma with a PhD in Industrial/Organizational Psychology where she studied leadership, creativity, innovation, communications, and ideological groups.

Ka Fai Peter Chan is a researcher at the Council of Scientific and Industrial Research (CSIR) in the department of Defence Peace Safety and Security with the focus on cyber defence. His research interest lies in formal methods, cybersecurity awareness and network security.

Preston Cosgrove is an Assistant Professor at Cardinal Stritch University where he teaches research in the Doctoral Leadership program. He also serves as Chair of the First Year Experience and Chair of the Integrated Leadership Program.

Jennifer A. Griffith PhD, is an Assistant Professor of Management at Alfred University. Her research interests include leadership, emotions, gender, and communication, specifically computer-mediated communication.

Marthie Grobler has been working as a Cyber Security Researcher at the Council for Scientific and Industrial Research (CSIR) since January 2008. She has a PhD Computer Science (Live Digital Forensics), and a MSc Computer Science (Information Security Governance), both from the University of Johannesburg. Her research focus is on cyber security awareness, strategic data management and incident management and response. She is co-editor of the now published ISO/IEC 27037, Guidelines for identification, collection and acquisition and preservation of digital evidence; and ISO/IEC 27035, Incident management. Marthie is an ISACA Certified
Information Security Manager and is appointed as a visiting Professor at the University of Johannesburg, Academy for Computer Science and Software Engineering. She is currently supervising a number of post graduate students, and Managing Editor of the Journal of Contemporary Management.

**Michael Hughes** is an I/O psychologist whose primary areas of expertise include test development and validation, and analyses of high-stakes testing data. His research interests also include complex skill acquisition, training, and ideological groups.

**Peter Jonas** is a tenured Professor in the Doctoral Leadership Department at Cardinal Stritch University in Milwaukee WI. Dr. Jonas has a doctorate in History from Marquette University but has been working in administration and as a faculty member in higher education for more than 35 years. He has been at Cardinal Stritch University for 30 years teaching, researching, and serving in various leadership capacities (e.g., Director of Institutional Research, Dean in the College of Business, Director of Strategic Planning and Assessment). For the past 18 years Dr. Jonas has been teaching research and statistics in the doctoral program at Stritch and has served as the department chairperson for 16 years. Over the years Dr. Jonas has written three books in support of my research *Outcomes Assessment in Higher Education Linked with Strategic Planning and Budgeting* [2nd ed.](2013), *Laughing and Learning: An Alternative to Shut-up and Listen* (2009), *Secrets of Connecting Leadership and Learning to Humor* (2004). He has made more than 100 presentations across the country talking about humor, research, leadership, and assessment. In addition, he has authored more than 40 books, manuals, and articles in professional periodicals, in addition to serving as a consultant (typically in the area of professional development and program evaluation) for more than 25 different organizations and projects.

**Sema Kalaian** is a Professor of Statistics and Research Methods in the College of Technology at Eastern Michigan University. Professor Kalaian was a recipient of the (1) “Best Paper” award from the American Educational Research Association (AERA), and (2) “Distinguished Paper Award” from the Society for the Advancement of Information Systems (SAIS). Over the years, Dr. Kalaian taught introductory and advanced statistical courses such as Statistical and Research Methods, Multivariate Statistics, Survey Research, Multilevel Modeling, Structural Equation Modeling, Meta-Analysis, and Program Evaluation. Professor Kalaian’s research interests focus on the development of new statistical methods and its applications. Much of her methodological developments and applications have focused on the (a) development of the multivariate meta-analytic techniques for combining evidence from multiple primary studies; (b) applications of the meta-analysis methods to multi-site studies; (c) developments of statistical methods for analyzing Delphi survey data; and (d) applications of multilevel modeling methods for meta-analysis to Science, Technology, Engineering, and Mathematics (STEM) teaching and learning research. Recently, Professor Kalaian completed a major grant project funded by the National Science Foundation (NSF) to investigate the effectiveness of various forms of active small-group learning methods in STEM disciplines.

**Nitty Hirawaty Kamarulzaman** (corresponding author) is a senior lecturer in the Department of Agribusiness and Information Systems, Universiti Putra Malaysia. Her research interest
include supply chain management, sustainable logistics, reverse logistics, agribusiness marketing, and consumer purchasing behavior.

Rafa Kasim is professor of statistics and research methods at Indiana Tech University. Prior to that, Dr. Kasim served as a professor of statistics and research design in the College of Education at Kent State University. He was also a senior statistician at the Evaluation, Management & Training Associates Inc. (EMT). His research focused on the application of multilevel analysis to study the effects of educational and social contexts on educational outcomes and human development in large-scale longitudinal data sets. Some of Dr. Kasim work has also addressed the issues of selection and attrition bias in multi-site large studies. He has collaborated on numerous studies in fields such as small groups versus lecture-based traditional learning in STEM, adult literacy, education, and substance abuse treatments. Some of his work appears in book chapters in Application of Multilevel Models, Multilevel Meta-analysis: Effectiveness of Small-group Learning Methods Compared to Lecture-based Instruction in Science, Technology, Engineering, and Mathematics College classrooms, Small-group versus Competitive Learning in Computer Science Classrooms: A Meta-Analytic Review, Predictive Analytics, Journal of Educational and Behavioral Statistics, Harvard Educational Review and Advances in Health Sciences Education.

Zubeida C. Khan is a Ph. D student and researcher.

Louise Leenen is a Principal Scientist in the Cyber Defence Research Group at the CSIR in South Africa. She holds a PhD Computer Science from the University of Wollongong in Australia. Her research focus is on AI applications in cyber defence.

Amir Manzoor holds a bachelor's degree in engineering from NED University, Karachi, an MBA from Lahore University of Management Sciences (LUMS), and an MBA from Bangor University, United Kingdom. He has many years of diverse professional and teaching experience working at many renowned national and internal organizations and higher education institutions. His research interests include electronic commerce and technology applications in business. He is a member of Chartered Banker Institute of UK and Project Management Institute, USA.

A.J. Metz is an Assistant Professor in the Department of Educational Psychology at the University of Utah. She earned a M.Ed. in Vocational Rehabilitation Counseling and a Ph.D. in Urban Education (specialization in Counseling Psychology) from the University of Wisconsin-Milwaukee. Her research examining factors related to academic and career success in underrepresented and underserved student populations has led to numerous journal articles, book chapters, conference presentations, workshops, and most recently a student success textbook. Dr. Metz has extensive teaching, counseling, and career advising experience in high schools, community colleges, and four-year public and private institutions of higher education. She is passionate about mentoring students and received an Early Career Teaching Award in 2015. She has served on the board of directors of the Utah Psychological Association for six years most notably as president.

Never Mujere is a lecturer and Doctor of Philosophy (DPhil) candidate specializing in Water Resources in the Department of Geography and Environmental Science at the University of
Zimbabwe (UZ). Since joining the University in 2006 as a staff member, he has been involved in the teaching and research. He teaches undergraduate and post-graduate courses in water resources, waste management, research methods, disaster management and climate change and environmental issues. Never Mujere has published 10 journal articles, 3 book chapters, 3 books and presented more than 10 papers at local and international conferences. Never is a member of the International Association of Hydrological Sciences (IAHS). He is an early career scientist and researcher who is a team player, highly versatile, creative and results-oriented.

**Aroop Mukherjee** is a PhD Scholar in the Department of Agribusiness and Information Systems, Universiti Putra Malaysia. His research interest include agility, agribusiness, supply chain management, supply chain strategies, sustainability, innovation, knowledge management, and agri-informatics.

**Darin S. Nei** I/O Psychologist

**Carolyn Stevenson** is a veteran educator currently working as a faculty member for OC@KU (Open College at Kaplan University). Carolyn has over 17 years teaching and administrative experience in higher education. She holds a Master of Arts degree in Communication, Master of Business Administration, and Doctor of Education with an emphasis in Higher Education. Prior to pursuing a career in higher education, she worked in the publishing field and served as a technical writing consultant. She currently serves as Associate Editor for the International Journal of Technologies and Educational Marketing (IJTEM), published by IGI-Global; Editorial Board Member and Reviewer for the Journal of Education and Learning published by the Canadian Center of Science and Education; and Membership Committee Member for the Qualitative Research Special Interest Group (AERA). Recent publications include a chapter entitled: “Leading across Generations: Issues for Higher Education Administrators” published in the Handbook of Research on Transnational Higher Education Management, by IGI Global; Technical Writing: A Comprehensive Resource for Technical Writers at all Levels, (Martinez, Hannigan, Wells, Peterson and Stevenson) Revised and Updated Edition, Kaplan Publishing; and Building Online Communities in Higher Education Institutions: Creating Collaborative Experience (with co-editor Joanna Bauer).

**Randa Suleiman** currently works as an assistant professor at Cardinal Stritch University Teacher Preparation Program. She worked in K-12 education for fifteen years in private, public school districts in USA and Internationally. Graduated from Cardinal Stritch University in May 2010 with a PhD degree in Leadership for the Advancement of Learning and Service in Higher Education. Randa earned National Board certification in early adolescent science in 2008. Currently working on developing a teacher assessment mentoring and support program. Areas of interest are teacher preparation, assessment, educator effectiveness, edTPA, and science education.

**Ben Tran** received his Doctor of Psychology (Psy.D) in Organizational Consulting/Organizational Psychology from California School of Professional Psychology at Alliant International University in San Francisco, California, United States of America. Dr. Tran’s research interests include domestic and expatriate recruitment, selection, retention, evaluation, & training, CSR, business and organizational ethics, organizational/international
organizational behavior, knowledge management, and minorities in multinational corporations. Dr. Tran has presented articles on topics of business and management ethics, expatriate, and gender and minorities in multinational corporations at the Academy of Management, Society for the Advancement of Management, and International Standing Conference on Organizational Symbolism. Dr. Tran has also published articles and book chapters with the Social Responsibility Journal, Journal of International Trade Law and Policy, Journal of Economics, Finance and Administrative Science, Financial Management Institute of Canada, and IGI Global. Dr. Tran can be reach at tranconsulting@gmail.com

Joey Jansen van Vuuren is the Research Group Leader for Cyber Defence for Scientific Research at the CSIR South Africa. She gives the strategic research direction for the research group that is mainly involved in research on network forensics, social media, and national security for the SANDEF and Government sectors on Cyber Defence. As Cyber threats became extremely important for South Africa with the recent broadband changes, she focused her research around cyber security and government policies required to ensure national security. In particular her group is involved in contract research for all the main players responsible for the implementation of the National Cybersecurity Policy Framework for South Africa. She already presented this research on several national and international conferences and published journal articles on cyber security in South Africa. She was also a keynote speaker on international conferences and was invited for several radio interviews on this topic and published an article scientific magazine on the implementation of Cyber policies in South Africa.

Thomas Zeni is an Assistant Professor of Management, and the Chickasaw Nation Professor of Business Administration at East Central University in Ada, OK. He holds a Ph.D. in Industrial & Organizational Psychology, as well as an MS and MBA degree from the University of Oklahoma. His undergraduate degree in Psychology is from Mercy College in Dobbs Ferry, NY. In addition, he maintains a Senior Professional in Human Resources (SPHR) certification and is a SHRM Senior Certified Professional. Dr. Zeni teaches undergraduate and graduate coursework in Business Communication, Human Resource Management, Personnel Selection & Assessment, Compensation & Benefits, Training & Development, Principles of Management, Strategic Management, Organizational Behavior, Leadership, and Applied Statistics. His research interests include leadership, business ethics, emotions in organizations, and quantitative design and methodology.

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