

Considering the purpose of research when identifying quantitative and qualitative commonalties

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Introduction

- We don't like the paradigm "wars"
- Take a look at some of the giants in our field, whose ideas have stood the test of time, and we doubt they would get caught up in the argument
 - Sir Francis Bacon
 - Thomas Bayes
 - As well as many more contemporary developers of research methods

Focus on commonalities as opposed to differences

- Purpose
- Question Clarity
- Data Quality
- Connection between analyses and questions

- Generalization

Schema and Labeling Represent a Double-Edged Sword

- Self identification with a camp helps communication, but...
- May limit oneself
- Have other researchers historically labeled themselves (Bacon, Bayes, etc.)?
- SEM, exploratory and confirmatory
- Hard and soft modeling, as guided by purpose

Research Purpose

- Research purpose should dictate design
 - Focusing here might emancipate one from paradigm camps
 - Promote stronger training
 - Yields creativity

We're not sure how creative we are
but...

- We can work out details of an integrated analytic approach that ties regression in with qualitative coding.
- Rooted in the idea of “quantitizing” qualitative data

Consider...

$$Y = a_0 U + a_1 V_1 + a_2 V_2 + \dots + a_n V_n + a_{n+1} T_1 + a_{n+2} T_2 \dots + a_{n+n} T_n + E_1$$

Where:

Y = a dependent variable

U = is the unit vector

$a_0 - a_{n+1}$ = Partial regression weights

$V_1 - V_n$ = Quantitative variable (e.g., existing data chosen from extant databases)

$T_1 - T_n$ = Qualitative Theme (i.e., categorical or ordinal themes assigned a number)

E = Error (residuals)

Some questions...

- Question 1. To what extent do the variables account for a significant amount of unique variance in predicting Y?
- Question 2. To what extent do the quantitative variables account for a significant amount of unique variance over and above the qualitative themes?
- Question 3. To what extent do the qualitative themes account for a unique amount of variance over and above the quantitative variables?
- Question 4. What is the level of interaction between quantitative and the (numerical) qualitative variables?
- Question 5. What is the degree of curvilinear relationship between the qualitative and quantitative variables?
- Question 6. What is the degree of curvilinear interaction between the qualitative and quantitative variables?
- Question 7. How stable are and replicable are the results?

Consistency between Purpose and...

- Questions
- Design
- and Analyses

In Conclusion...

- What makes for good research?
 - Consistency between purpose, problems, research design and analyses
 - Data quality
 - Reliability (external validity, generalization, transferability)
 - Consequential Validity
- Degree of Credibility and legitimization