

# DESIGNING AND CONDUCTING MIXED METHODS RESEARCH

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Creswell, John W. and Plano Clark Vicki L. 2007. Thousand Oaks, CA. : Sage.

The Mixed methods research is called the third methodological movement; it means that is the evolution of research methodologies. It follows quantitative approach and qualitative approach. Nowadays, the researchers in social and human sciences e.g. education, management, sociology etc. have used mixed methods designs in their studies by collecting both quantitative and qualitative data in the same studies. Mixed method research clearly provides and explains more comprehensive research results. This article suggests the book that presents about mixed method research <Designing and Conducting Mixed Methods Research> by John W. Creswell and Vicki L. Plano Clark.

As for the purposes of this book, they are to offer an introduction to mixed methods research, to discuss the steps involved in designing and conducting this form of inquiry, and, within these steps, to focus on four types of mixed methods designs. The authors write this book that builds from the literature and provides practical advices of mixed methods research for conceptualizing, proposing, designing, conducting, and publishing the mixed methods studies.

Designing and conducting mixed methods research, it contains 10 chapters; 1) understanding mixed methods research 2) examining preliminary considerations 3) locating and reviewing mixed methods studies 4) choosing a mixed methods design 5) introducing a mixed methods study 6) collecting data in mixed methods research 7) analyzing data in mixed methods research 8) writing and evaluating mixed methods research 9) questions often raised about mixed methods research and 10) future directions for mixed methods research. In addition to the main contents, the authors provide the examples of research in each type of mixed methods designs in the appendix A to D.

The first three chapters of this book introduce and make understanding with readers about mixed methods research. As for the first chapter, the readers will know the purposes, the importance, the definitions, and the clarification of different terms associated with mixed methods research. Also, there is a brief history and background of mixed methods research. The second presents the worldviews, paradigms and mixed methods research in regard to the basic of quantitative and qualitative research; moreover, in the chapter three, the authors propose the ways to search and review mixed

method studies.

As for the four major types of mixed methods designs; the triangulation design, the embedded design, the explanatory design and the exploratory design, the readers can read them in the chapter four. In addition, the authors suggest readers how to select a type of mixed method design with timing decision, weighting decision etc.

If you want to establish mixed method research in your studies, you can read this book in chapter 5-8. It introduces you a mixed method research by starting with the writing a title, research problems, research questions and hypotheses. This book suggests you how to collect and analyze data until writing and evaluating mixed methods research that cover totally the research process.

The last two chapters, the authors answer the questions often raised about mixed methods research, and, furthermore, they present the future directions for mixed methods research on issues of needed developments in mixed methods research, mixed methods designs and different worldviews, applications and implications of mixed method research.

Designing and Conducting Mixed Methods Research by John W. Creswell and Vicki L. Plano Clark, this book has many interesting advantages as follows;

1. As for the physical book, it uses simple language to explain and to communicate with readers very well. Size of the book is just 275 pages published in readable format. There are chart diagrams, tables and pictures which are used in every chapter in order to describe more clearly for comparing data, showing the contents' relationship and various stages of research process.

2. Presentation of content is suitable for readers at all researcher levels; graduate student, researchers,

and, evaluators. The content ideas are clear and concise, starting from the description in terms of concepts into practice step by step. This book explains the point of ambiguity clearly as the definition of the term mixed methods, mixed methodologies, multimethod research, mixed worldviews etc. or any separation of the studies in grey areas that is mixed or not mixed method research, differences between quantitative research and qualitative research into mixed method research. This book compares them with a clear idea on the paradigm, the concepts and the research procedure.

3. This book provides research design techniques for example what type of mixed methods that should be used, how to collect data and analysis data. It proposes the presentation format, including report writing that can be applied efficiently under the context of each study as well.

4. The authors advice the readers how to use and apply mixed methods research in the studies; furthermore, they offer relevant research examples presented within the content in each type of mixed methods research. It makes understanding for readers what the authors have written much more.

5. The authors present their experiences about interesting questions of mixed methods. The author has answered to those questions by explaining clearly that show their knowledge and understanding of the content. Also, they have reference issues with the other academic authors to confirm their ideas or to offer comments to the different.

6. In the end of each chapter, the authors summarize the topics to construct concepts to readers; moreover, they give activities or questions for readers to think of more content, issues for discussing. In addition, this book provides readers the resources related to study more.

In conclusion, mixed methods research is significant in the social and behavioral research by combining quantitative and qualitative approach. It provides strengths that offset the weaknesses of both quantitative and qualitative research. However, this book

offers an overall guiding framework, discussion of four major mixed methods design and presentation concrete and real-world examples, and, it helps you to design and to conduct efficiently your mixed method research.



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San Suwatanpornkool was born in Thailand, in 1983. He received the M.Ed. degree in educational research in 2009, the B.Ed. (1st class honors) degree in secondary education in 2006 from Chulalongkorn University, Bangkok, Thailand, the B.A. degree in French in 2005 and the B.A. degree in Thai in 2007 from Ramkhamhaeng University, Bangkok, Thailand

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