

A top-down view of a wooden desk. In the top left is a small potted plant with green grass-like leaves. In the top right is a white computer keyboard. In the bottom right is a white coffee cup on a saucer. In the bottom center is a black notebook with a pen resting on it. The text is overlaid in the center of the image.

MIXED METHOD RESEARCH: LEARNING FROM RESEARCHERS' EXPERIENCE WITH A PHENOMENOLOGICAL, APPRECIATIVE MULTI-CASE STUDY

Presenters:

Shermaine Barrett; Hope Mayne; Audrey DaCosta

University of Technology, Jamaica

PURPOSE

To share the mixed qualitative methodological approach used to study the phenomenon, the lived realities of minimum wage earners in a developing country.

THE RESEARCH OBJECTIVES

- 1) To illuminate the lived experiences of minimum-wage earners**
- 2) To investigate the coping strategies of minimum wage earners**
- 3) To explore the issues that arise for minimum-wage earners and their families and**
- 4) To understand how minimum-wage earners deal with challenging situations that they face in the course of their lives.**

FEATURES OF THE MIXED METHODOLOGY DESIGN

Three qualitative design approaches were utilized in this study:

- **Phenomenological Design -**
 - ⑩ Based on the principle that a single experience can be interpreted in multiple ways and that reality consists of each participant's interpretation of that experience (Husserl, 1970).
- **Multi-Case Study -**
 - ⑩ "Special effort to examine something having lots of cases, parts or members" (Stake, 2006 p.vi).
- **Appreciative Inquiry -**
 - ⑩ A powerful approach that engenders generative and life-giving inquiry (Cooperrider & Srivasta 1987).

COMPARATIVE ANALYSIS OF THE THREE APPROACHES USED

Characteristics	Phenomenology	Multi-Case Study	Appreciative Inquiry
Research Objective/Research Questions	<ul style="list-style-type: none"> Aims to describe and understand individual experiences of a particular phenomenon (Patton, 1990) Asks: What and how Focuses on historical or current event 	<p>Aims to compare and analyze multiple cases to draw conclusions about a phenomenon Creswell 2007; Stake, 2006.</p> <p>Asks: How and why Focus on contemporary events</p>	<p>Focuses on Current events and futuristic aspirations, life giving events/transformational (Cooperrider & Srivasta 1987; Watkins, Mohr & Kelly, 2011).</p> <p>Asks: What and How? Focuses on the present and the future</p>
Paradigms, Theories, Philosophies	<ul style="list-style-type: none"> Hermeneutic, Constructivist, Interpretive, 	<p>exploratory, explanatory interpretive, descriptive (Stake 2006)</p>	<p>Philosophical assumptions grounded in transformational, descriptive, social constructivism</p>
Data Collection Methods	<ul style="list-style-type: none"> In-depth, open-ended Interviews (Creswell, 2007). Descriptive narrative context questions-through interviews 	<p>Interviews, field notes, documents and records and observation (Creswell, 2007)</p> <p>Focus groups used sometimes (Stake, 2006)</p>	<p>In-depth Interviews for the collection of stories and experiences of individuals (Hammond, 2013).</p>
Data Analysis	<ul style="list-style-type: none"> Develop a structural description of the phenomenon (Creswell, 2007). The focus of the analysis is on the individual experiences Analysis of the context 	<p>Data analysis involves comparing and analyzing multiple cases to identify patterns, similarities, and differences and themes (Stake, 2006)</p> <p>In-case and cross case analysis pattern-matching. and explanation-building</p>	<p>Developing exhaustive descriptions (Colazzi, 1978; Shosha, 2012)</p> <p>Involves the identification of themes and patterns that emerge from the stories and experiences of individuals.</p>

WHY THE QUALITATIVE MIXED METHOD?



In the case of this study a mixture of the methodologies provided the lens from which to describe, explain and interpret the data.



The mix also occurred in the design of the research questions, and interview instruments.



Questions were designed to capture the lived realities of the participants and also to inquire into these realities through appreciative inquiry.

APPLICATION IN THE RESEARCH DESIGN



Hermeneutic phenomenology involves a process in which the researcher and participants work together to explore and develop their understanding of the phenomenon being studied (Lauterbach, 2018).



The appreciative inquiry approach aimed to discover what gave life to the participants, what drives them? This approach allowed the researchers to inquire into what **the participants** most cared about, to produce both shared knowledge and motivation for action.



The use of the multi-case study design complemented the methodological approaches as it framed the exploratory, interpretive, and descriptive aims of the study. It also provided cases that were relevant to the phenomenon of interest; ensured diversity in cases; Ensuring cases provided good opportunities to learn about the phenomenon of interest.

ADVANTAGES OF THE MIXED METHOD APPROACH



Strengthen the trustworthiness of the study. (Lincoln & Guba, 1985)



Reflexivity was also strengthened.



The study demonstrated diversity in capturing the data on the lived realities of the participants.



Strengthened the research by allowing the researchers to closely examine several individual cases that represented diversity.



The research questions were answered extensively.



Integrating the hermeneutic, constructivist interpretivist and transformative paradigms of qualitative research provided opportunities to strengthen data collection and added value to the study.

EXPERIENCE AND LESSONS LEARNT



The challenges encountered by the researchers were expected as our varied experiences, philosophy and backgrounds influenced our beliefs. Therefore situating/positioning the researcher's perspective when seeking to ground the research design in the methodology was challenging.



It was important to understand how the research paradigms complemented each other based on the understanding of research methodology and research paradigms.



It can be challenging to integrate the methods of data analysis while keeping true to the protocols of each design and so careful reflective conversation is recommended.

REFERENCES

Colaizzi, P. (1978). Psychological research as a phenomenologist views it. In: Valle, R. S. & King, M. (1978). *Existential Phenomenological Alternatives for Psychology*. Open University Press: New York

Cooperrider and Srivasta (1987). *Appreciative Inquiry in Organizational Life*. *Research in Organizational Change and Development*, Vol.1, pages 129-169. JAI Press Inc.

Creswell, J. W. (2007). *Qualitative inquiry & research design Choosing among five approaches*. SAGE Publications Inc. Thousand Oaks, CA

Hammond, S.A. (2013). *The thin book of Appreciative Inquiry*. Bend, OR: Thin Book Publishing.

Hammond, S.A. (1998) *The Thin Book of Appreciative Inquiry*. 2nd edn. Plano, TX: Thin Book Publishing Company.

Patton, M. Q. (1990). *Qualitative evaluation and research methods (2nd ed.)*. Sage Publications Inc.

Stake, R. E. (2006). *Multiple Case Study Analysis*. The Guilford Press. New York.

Shosha, G.M. (2012). Employment of Colaizzi's strategy in descriptive phenomenology: A reflection of a researcher. *European scientific journal*, 8.

Watkins, J. M., Mohr, B. J., & Kelly, R. (2011). *Appreciative inquiry: Change at the speed of imagination (2nd ed.)*. (Practicing organization development series, 35). San Francisco: Pfeiffer.

CONCLUSION

Combining the mixed methodologies of qualitative research designs, means you benefit from the detailed, contextualized insights of qualitative data and its ability to be transferable and dependable.

We acknowledge that the strength of one type of research design methodology can mitigate the weaknesses of the other.

THANK YOU