Creative Research Methods
Technology and Mixed Methods Research

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Research using technology

This presentation covers tech and mixed-methods

• Most commonly used for data gathering, transcription, analysis, communication

• Also helpful for planning, contextualisation, presentation, dissemination, collaboration

• Helps, fails, enables, disappoints, surprises

• Technology changes research practice: key ethical point
Research using technology

• Digital divide – bigger than you think; problems of exclusion

• Online research can jeopardise people’s safety – failure to maintain privacy, anonymity, confidentiality can lead to hacking or stalking

• Don’t let technology seduce you into acting unethically – e.g. data analysis, presentation
Research using technology

- Audio or video podcasts – consent
- Online surveys – reduce burden on participants
- Video – more accurate observational analysis
- Bridges distance
- Crosses boundaries
- Great teaching aid
- Open data, secondary data – quant and qualitative
Mixed-methods research

• Traditionally quant + qual
• Now also quant + quant or qual + qual
• Traditionally mixed methods of data gathering
• Now also mix methods of e.g. contextualising, analysing data, writing, presenting, disseminating
• Often useful to investigate questions too complex for a single method to address
Mixed-methods research

- More resource-intensive
- Potential for conflicts between paradigms, particularly when disciplines collide
- Not always easy to integrate findings
- Plan carefully, don’t make it up as you go along
- The approach is maturing so make use of appropriate books and journals
Mixed-methods research


• Journal of Mixed Methods Research

• International Journal of Multiple Research Approaches

Next: transformative and Indigenous research
For more information visit
www.nrcm.ac.uk/resources/online