

E-Portfolio Activity: Research Proposal Review

Data Collection Methods to be Considered in My Research Study and Project Proposal

I opted to apply mixed methods research approach, whereby, it is the usage of both qualitative and quantitative research to provide answers to research question(s) (Bryne & Humble, 2007).

Although implementing mixed-methods research can be more resource-intensive in terms of time, money, and effort compared to using a single method, it offers advantages such as: improved data validity and reliability (Abowitz & Toole, 2009). Moreover, mixed approach helps to overcome the limitations inherent to individual data collection methods by combining them, thus balancing out their drawbacks (Bryne & Humble, 2007). It also suits collaborative and applied research, and resolves conflicting findings from diverse methods (Bryne & Humble, 2007) and enhances the capacity to draw causal inferences by enabling the observation of data convergence or divergence when testing hypotheses (Abowitz & Toole, 2009).

Qualitative research is a research approach that centers in gathering data through open-ended conversations to understand "what" and "why" people think (Bhat, N.D.). Qualitative research methods, such as: one to one interview, focus groups, ethnography, content analysis, record keeping, qualitative observation and case studies, - reveal behaviors and perceptions about specific topics and provide descriptive data for making inferences (Bhat, N.D.). Originating in social and behavioral sciences, these

methods help understand complex human thoughts and are now facilitated online for more effective analysis (Bhat, N.D.).

Quantitative research is a systematic approach that collects measurable data using methods like: surveys and questionnaires, - and uses statistical, mathematical, or computational techniques (Fleetwood, N.D.). This research is commonly used in social sciences and produces logical, statistical, and unbiased results through structured data collection methods (Fleetwood, N.D.).

Ethical considerations play a crucial role in mixed methods research (MMR), both during data collection and analysis (Preissle, et al., 2016). For instance, data collection raises issues like privacy, consent, and confidentiality, particularly in electronic data collection. Moreover, MMR can increase participant burden and present unforeseen ethical dilemmas (Preissle, et al., 2016). Therefore, researchers must prioritize research integrity and participant protection by addressing these ethical concerns in MMR (Preissle, et al., 2016).

In conclusion, the use of mixed method strategies is highly valuable in social research because it allows us to harness the strengths of specific methods to compensate for the shortcomings of others (Axinn & Pearce, 2006). This enhances the affordability and effectiveness of generating a comprehensive empirical record on a given topic (Axinn & Pearce, 2006). Concurrently, it is crucial to address ethical issues unique to each methodological approach used and those arising from the combination of methods (Preissle, et al., 2016).

References

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