Mixed Methods for Academic Research
A One Day Seminar
Presented by
Dr Dan Remenyi
The Cedars, University of Reading
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Mixed methods research is increasingly used in all areas of social science exploration. Its popularity is a recognition of the failure of the so called “paradigm wars” to produce useful results. The arguments as to whether a quantitative or qualitative approach is superior are essentially sterile and misguided, or even fallacious. Both quantitative and qualitative research perspectives are important ways of understanding and answering academic research questions. A mixed method is an effective third approach to academic research.

It is recognised today that many if not most academic research problems will benefit from multiple perspectives and these can best be delivered through a mixed methods research design. If the issues involved in the research design are not correctly addressed then a mixed method approach can end up delivering very little value and the research may not be required of sufficient quality.

The seminar provides a robust framework for the justification and the implementation of mixed methods research.

Topics covered in the seminar
- What is mixed methods research?
- Qualitative, quantitative and Pluralism as a third alternative paradigm
- When should mixed methods be used?
- What are the ontological issues?
- When and how and in what sense are the methods mixed?
- Background and justification of mixed methods; where does pragmatism fit in?
- Options available to the mixed methods researcher;
- Issues of priority and sequence;
- The research question and the range of data which may be used to answer it; Data suitability matrix;
- How to distinguish between data and noise; Data sampling; Data collection;
- Data preparation; Data management and deletion;
- Research design issues;
- How mixed methods design differs;
- Mapping from design to analysis to interpretation;
- Where does triangulation fit into this approach and how should it be applied?
- Ensuring rigor in both the qualitative and the quantitative aspects of the research;
- Reporting mixed methods research;
- Criteria for quality mixed methods research including validity, reliability, transferability/generalsiability etc;
- Ethical issues
This event is relevant to academics from most Faculties, Departments and Schools.

This seminar delivers practical useful information which may be put to use immediately. It also gives participants an opportunity to network with other researchers and academics.

The seminar will be held on **19 June 2014** at the University of Reading, The Cedars Conference Centre. The Seminar will run from **09:30** until **16:00**. The attendance fee is **£100+VAT at 20%= £120**. Fees include course materials and refreshments.

**Seminar Facilitator**

**Dr Dan Remenyi** specialises in research methodology. He was for more than a decade a Visiting Professor in Information Systems Management at the School of Systems and Data Studies at Trinity College, University of Dublin. He teaches Research Methodology and Sociology of Research as well as supervising academic researchers and he works extensively with research candidates and their supervisors at both doctoral and masters level. He has authored or co-authored more than 30 books and some 50 academically refereed papers. He is published in all 4 of the ‘A’ rated Journals in the United Kingdom in Information Systems Management. Some of his books have been translated into Chinese, Japanese and Romanian. He holds a B Soc Sc, an MBA and a PhD.

Professor Dan Remenyi has been working with mixed methods since his own doctoral dissertation more than 20 years ago and has being active in the evolution of the thinking and practice of this method since then.

For more details and to book onto the seminar please contact: [louise@academic-conferences.org](mailto:louise@academic-conferences.org)