

Mixed methods in urban research

Exploring transit oriented development

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Research: 5Ws

■ What

- What is your research (e.g. impact of flyover on congestion)

■ Why

- Why do you want to do the research (costly investment)

■ Who

- Who will be your participants (flyover users and non-users)

■ Where

- Where are you going to conduct your research (Mohakhali)

■ When

- When are you going to do your research (2013)

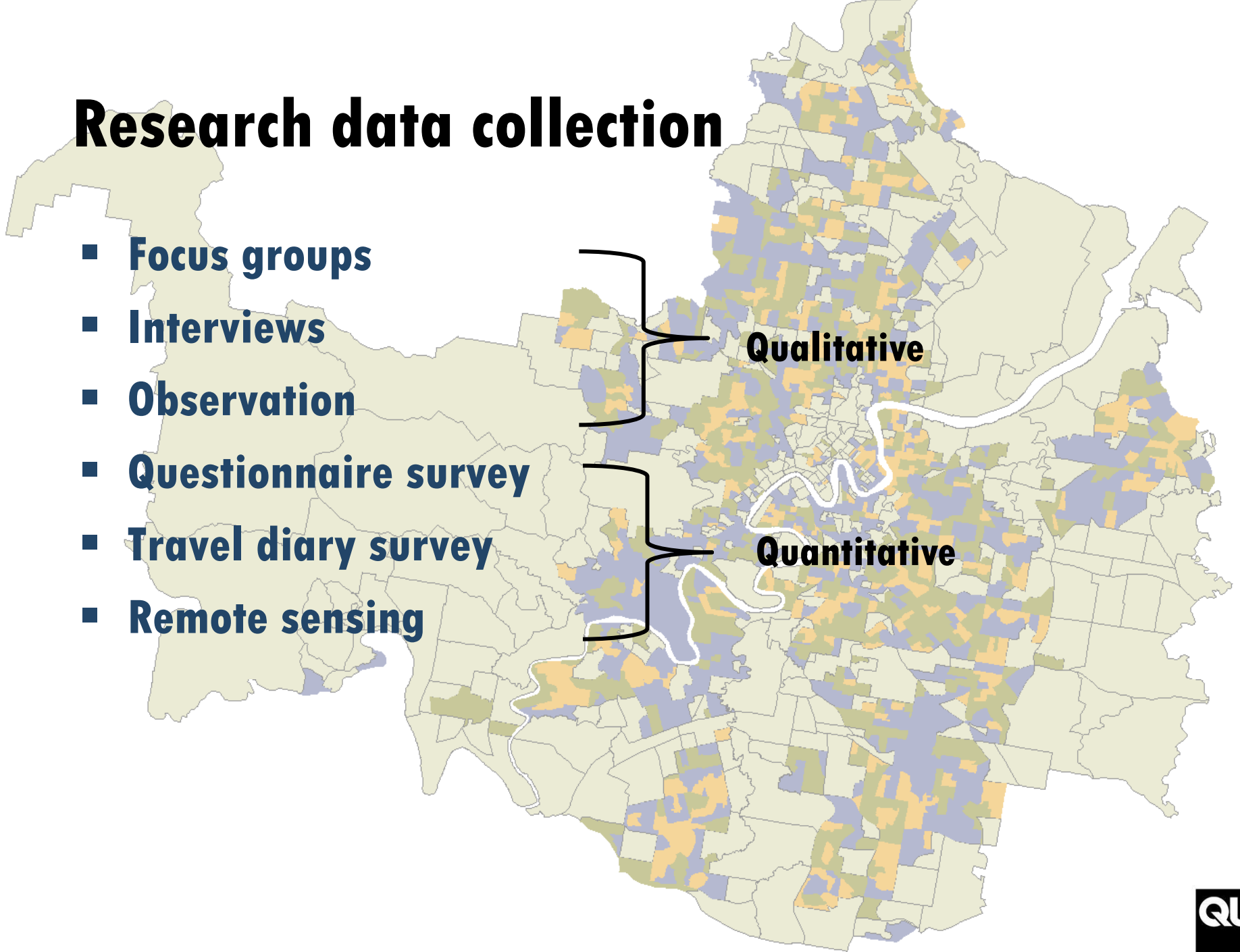
Sum up



- **Statement 1: This research aims to find out what primary school teachers think about the educational value of 'Mina' television programme.**
- **Statement 2: The aim of this research is to find out how many CNG drivers use mobile telephone while driving, and to ascertain their level of accident.**
- **Statement 3: This research aims to measure accessibility of women bus services in Dhaka, and the problems they encountered while accessing.**

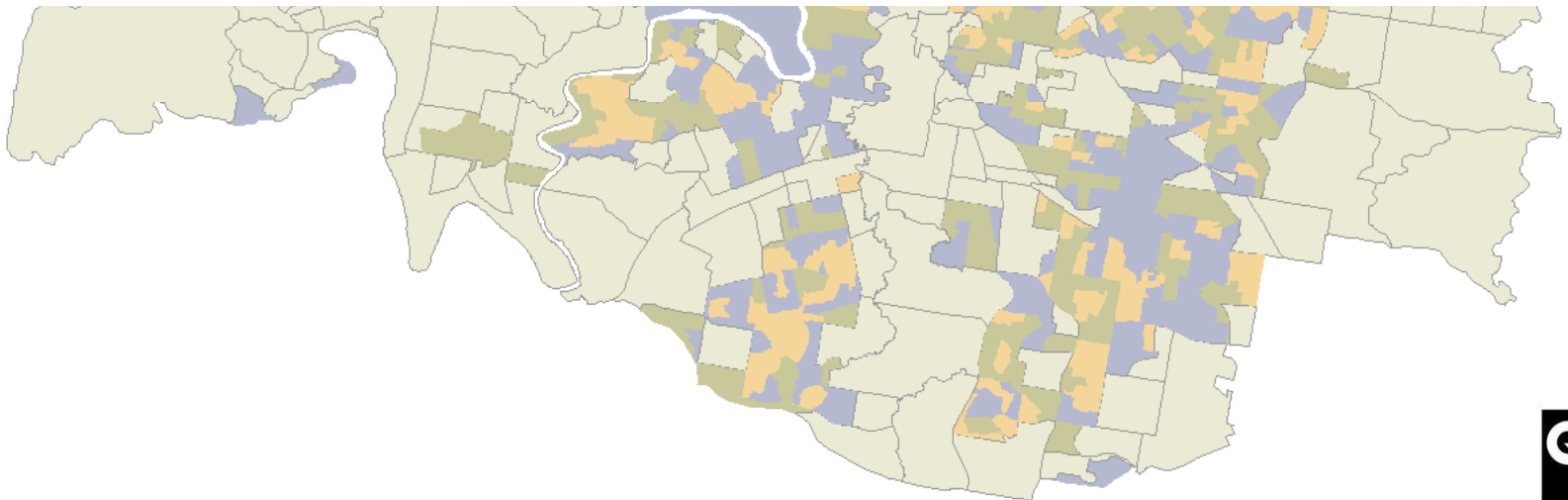
Research data collection

- **Focus groups**
- **Interviews**
- **Observation**
- **Questionnaire survey**
- **Travel diary survey**
- **Remote sensing**



Qualitative vs. Quantitative

	Qualitative	Quantitative
General Aim	What, how, and why?	How much?
Treatment of Data	Defines very general concepts & searches for patterns Wide lens (inductive)	Isolates & defines variables & tests hypotheses on data Narrow lens (deductive)
Focus	Rich description Process Context	Prediction Outcomes Generalizability



Mixed methods

- **Planned mixing of methods (qualitative and quantitative) at a pre-determined stage of the research (Halcomb et al., 2009)**
- **Multi methods vs. mixed methods?**
 - **Multi methods: uses more than one methods**
 - **Quantitative (GIS) + quantitative (statistics); or**
 - **Qualitative (interviews) + qualitative (focus groups)**

Design of mixed methods

- **Research designs – two main groups:**
 - **component designs: each of the component methods retains methodological separation and integrity, and**
 - **integrated designs: there is an interplay of methods throughout the project.**

Purpose of mixed methods

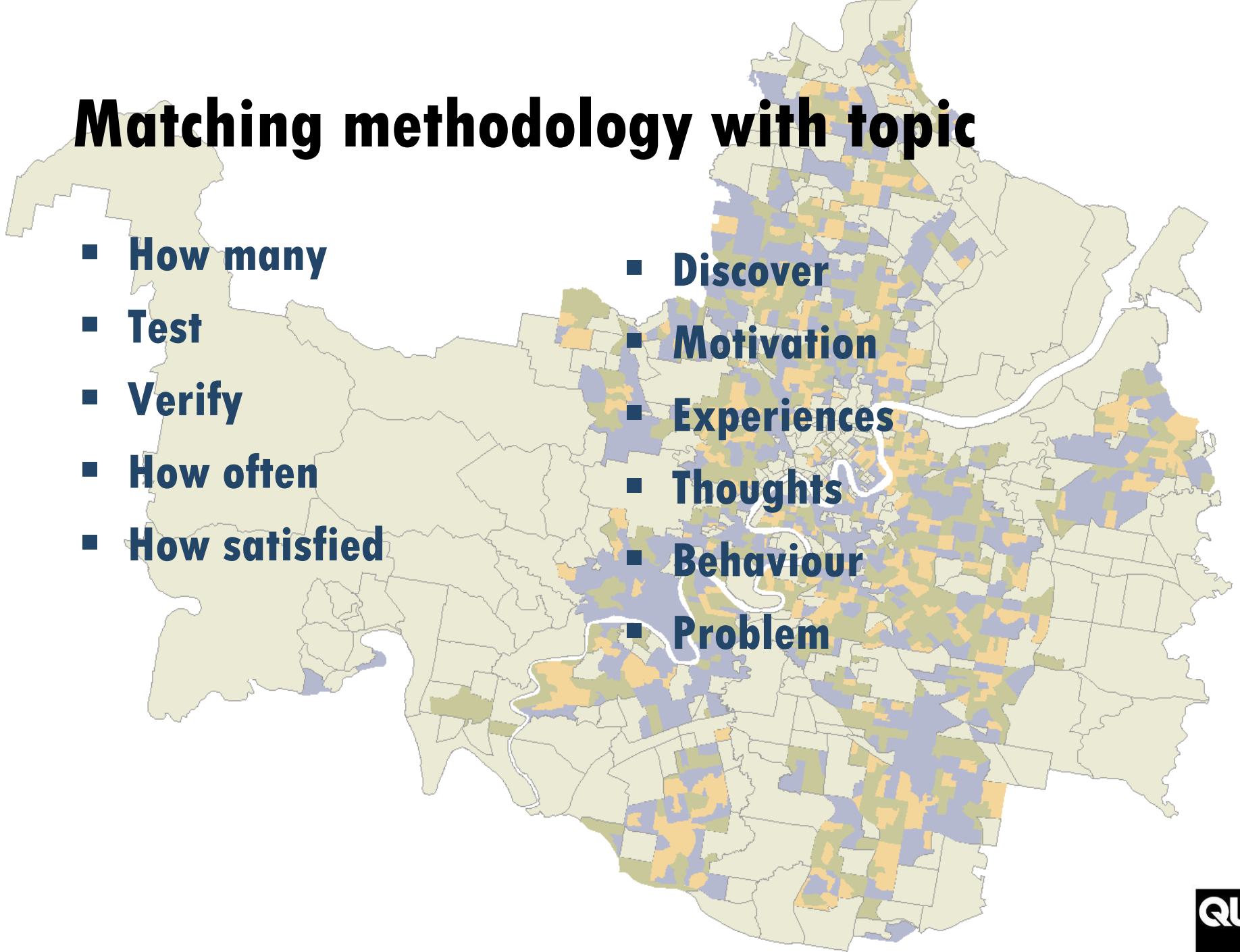


- **Triangulation:** one of the first rationales for using mixed methods research (Denzin, 1970). Used to test the consistency of findings through different approaches.
- **Complementarity:** clarifies and illustrates results from one method with the use of another method.
- **Development:** the results of analysis using one method shapes subsequent methods or steps in the research process.
- **Initiation:** stimulates new research questions or challenges results obtained through one method.
- **Expansion:** provides richness and detail by building on the findings of either qualitative or quantitative methods

(Greene et al., 1989)

Matching methodology with topic

- How many
- Test
- Verify
- How often
- How satisfied
- Discover
- Motivation
- Experiences
- Thoughts
- Behaviour
- Problem



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Any questions?