

# RESEARCH DESIGN

**Qualitative, Quantitative, and  
Mixed Methods Approaches**

FIFTH EDITION

**John W. Creswell**  
*Department of Family Medicine*  
*University of Michigan*

**J. David Creswell**  
*Department of Psychology*  
*Carnegie Mellon University*

**©SAGE**

Los Angeles | London | New Delhi  
Singapore | Washington DC | Melbourne

# Detailed Contents

|  |              |
|--|--------------|
| Analytic Contents of Research Techniques                       | xiii         |
| Preface  | xvii         |
| <b>Purpose</b>   | <b>xvii</b>  |
| <b>Audience</b>  | <b>xvii</b>  |
| <b>Format</b>  | <b>xviii</b> |
| <b>Outline of Chapters</b>                                     | <b>xix</b>   |
| Companion Website  | xxiii        |
| Acknowledgments  | xxiv         |
| About the Authors  | xxv          |
| <br>   |              |
| <b>PART I PRELIMINARY CONSIDERATIONS</b>                       | <b>1</b>     |
| <br>   |              |
| <b>Chapter 1 The Selection of a Research Approach</b>          | <b>3</b>     |
| <b>The Three Approaches to Research</b>                        | <b>3</b>     |
| <b>Three Components Involved in an Approach</b>                | <b>4</b>     |
| Philosophical Worldviews                                       | 5            |
| <i>The Postpositivist Worldview</i>                            | 6            |
| <i>The Constructivist Worldview</i>                            | 7            |
| <i>The Transformative Worldview</i>                            | 9            |
| <i>The Pragmatic Worldview</i>                                 | 10           |
| Research Designs   | 11           |
| <i>Quantitative Designs</i>                                    | 11           |
| <i>Qualitative Designs</i>                                     | 13           |
| <i>Mixed Methods Designs</i>                                   | 14           |
| Research Methods   | 16           |
| <b>Research Approaches as Worldviews, Designs, and Methods</b> | <b>17</b>    |
| <b>Criteria for Selecting a Research Approach</b>              | <b>19</b>    |
| The Research Problem and Questions                             | 19           |
| Personal Experiences   | 20           |
| Audience   | 20           |
| <b>Summary</b>   | <b>20</b>    |
| — Writing Exercises  | 21           |
| <b>Additional Readings</b>                                     | <b>21</b>    |
| <br>   |              |
| <b>Chapter 2 Review of the Literature</b>                      | <b>23</b>    |
| <b>The Research Topic</b>                                      | <b>23</b>    |
| <b>The Literature Review</b>                                   | <b>25</b>    |
| The Use of the Literature                                      | 26           |
| Design Techniques  | 29           |
| <i>Steps in Conducting a Literature Review</i>                 | 29           |
| <i>Searching Computerized Databases</i>                        | 30           |

|  |           |
|--|-----------|
| <i>A Priority for Selecting Literature Material</i>                      | 33        |
| <i>A Literature Map of the Research</i>                                  | 34        |
| <i>Abstracting Studies</i>   | 36        |
| • <b>Example 2.1.</b> Literature Review Abstract in a Quantitative Study | 38        |
| • <b>Example 2.2.</b> Literature Review Abstract in a Study              |           |
| Advancing a Typology   | 39        |
| <i>Style Manuals</i>   | 39        |
| The Definition of Terms  | 40        |
| • <b>Example 2.3.</b> Terms Defined in an Independent Variables Section  | 43        |
| • <b>Example 2.4.</b> Terms Defined in a Mixed Methods Dissertation      | 43        |
| A Quantitative or Mixed Methods Literature Review                        | 44        |
| <b>Summary</b>   | <b>45</b> |
| – Writing Exercises  | 46        |
| <b>Additional Readings</b>   | <b>47</b> |
| <br>   |           |
| <b>Chapter 3 The Use of Theory</b>                                       | <b>49</b> |
| <b>Quantitative Theory Use</b>   | <b>49</b> |
| Testing Causal Claims in Quantitative Research                           | 49        |
| Variables in Quantitative Research                                       | 50        |
| Definition of a Theory in Quantitative Research                          | 52        |
| Forms of Theories in Quantitative Research                               | 54        |
| Placement of Quantitative Theories                                       | 56        |
| Writing a Quantitative Theoretical Perspective                           | 59        |
| • <b>Example 3.1.</b> A Quantitative Theory Section                      | 60        |
| <b>Qualitative Theory Use</b>  | <b>61</b> |
| Variation in Theory Use in Qualitative Research                          | 61        |
| Locating the Theory in Qualitative Research                              | 65        |
| • <b>Example 3.2.</b> A Theory Early in a Qualitative Study              | 65        |
| <b>Mixed Methods Theory Use</b>  | <b>65</b> |
| • <b>Example 3.3.</b> A Theory at the End of a Qualitative Study         | 66        |
| Social Science Theory Use  | 66        |
| Participatory-Social Justice Theory Use                                  | 68        |
| • <b>Box 3.1.</b> Transformative-Emancipatory Questions for              |           |
| Mixed Methods Researchers Throughout the Research Process                | 70        |
| • <b>Example 3.4.</b> Theory in a Feminist Mixed Methods Study           | 71        |
| <b>Summary</b>   | <b>72</b> |
| – Writing Exercises  | 73        |
| <b>Additional Readings</b>   | <b>73</b> |
| <br>   |           |
| <b>Chapter 4 Writing Strategies and</b>                                  |           |
| <b>Ethical Considerations</b>  | <b>75</b> |
| <b>Writing the Proposal</b>  | <b>75</b> |
| Arguments Presented in a Proposal  | 75        |
| Format for a Qualitative Proposal  | 76        |
| • <b>Example 4.1.</b> A Qualitative Constructivist/Interpretivist Format | 76        |
| • <b>Example 4.2.</b> A Qualitative Participatory-Social Justice Format  | 77        |
| Format for a Quantitative Proposal                                       | 77        |

|   |            |
|---|------------|
| • <b>Example 4.3.</b> A Quantitative Format   | 78         |
| Format for a Mixed Methods Proposal   | 78         |
| • <b>Example 4.4.</b> A Mixed Methods Format  | 78         |
| Designing the Sections of a Proposal  | 79         |
| <b>Writing Ideas</b>  | <b>80</b>  |
| Writing as Thinking   | 80         |
| The Habit of Writing  | 81         |
| Readability of the Manuscript   | 83         |
| • <b>Example 4.5.</b> An Illustration of the Hook-and-Eye Technique                               | 85         |
| Voice, Tense, and "Fat"   | 86         |
| <b>Ethical Issues to Anticipate</b>   | <b>88</b>  |
| Prior to Beginning the Study  | 91         |
| Beginning the Study   | 92         |
| Collecting the Data   | 93         |
| Analyzing the Data  | 94         |
| Reporting, Sharing, and Storing Data  | 95         |
| <b>Summary</b>  | <b>97</b>  |
| • Writing Exercises   | 97         |
| <b>Additional Readings</b>  | <b>98</b>  |
| <br>  |            |
| <b>PART II DESIGNING RESEARCH</b>   | <b>99</b>  |
| <br>  |            |
| <b>Chapter 5 The Introduction</b>   | <b>101</b> |
| <b>The Importance of Introductions</b>  | <b>101</b> |
| <b>An Abstract for a Study</b>  | <b>102</b> |
| <b>Qualitative, Quantitative, and Mixed Methods Introductions</b>                                 | <b>103</b> |
| <b>A Model for an Introduction</b>  | <b>105</b> |
| An Illustration   | 106        |
| The Research Problem  | 108        |
| Studies Addressing the Problem  | 110        |
| Deficiencies in Past Literature   | 111        |
| • <b>Example 5.1.</b> Deficiencies in the Literature—Needed Studies                               | 112        |
| • <b>Example 5.2.</b> Deficiencies in the Literature—Few Studies                                  | 112        |
| Significance of a Study for Audiences   | 112        |
| • <b>Example 5.3.</b> Significance of the Study Stated in an Introduction to a Quantitative Study | 113        |
| <b>Summary</b>  | <b>114</b> |
| • Writing Exercises   | 114        |
| <b>Additional Readings</b>  | <b>114</b> |
| <br>  |            |
| <b>Chapter 6 The Purpose Statement</b>  | <b>117</b> |
| <b>Significance and Meaning of a Purpose Statement</b>  | <b>117</b> |
| A Qualitative Purpose Statement   | 118        |
| • <b>Example 6.1.</b> A Purpose Statement in a Qualitative Phenomenology Study                    | 120        |

|   |            |
|---|------------|
| • <b>Example 6.2.</b> A Purpose Statement in a Case Study                                 | 120        |
| • <b>Example 6.3.</b> A Purpose Statement in an Ethnography                               | 121        |
| • <b>Example 6.4.</b> A Purpose Statement in a Grounded Theory Study                      | 122        |
| A Quantitative Purpose Statement  | 122        |
| • <b>Example 6.5.</b> A Purpose Statement in a Published Survey Study                     | 124        |
| • <b>Example 6.6.</b> A Purpose Statement in a Dissertation Survey Study                  | 125        |
| • <b>Example 6.7.</b> A Purpose Statement in an Experimental Study                        | 125        |
| A Mixed Methods Purpose Statement   | 126        |
| • <b>Example 6.8.</b> A Convergent Mixed Methods Purpose Statement                        | 129        |
| • <b>Example 6.9.</b> An Explanatory Sequential Mixed Methods Purpose Statement           | 129        |
| • <b>Example 6.10.</b> An Exploratory Sequential Mixed Methods Purpose Statement          | 130        |
| <b>Summary</b>  | <b>131</b> |
| - Writing Exercises   | 131        |
| <b>Additional Readings</b>  | <b>132</b> |
| <b>Chapter 7 Research Questions and Hypotheses</b>  | <b>133</b> |
| <b>Qualitative Research Questions</b>   | <b>133</b> |
| • <b>Example 7.1.</b> A Qualitative Central Question From an Ethnography                  | 135        |
| • <b>Example 7.2.</b> Qualitative Central Questions From a Case Study                     | 136        |
| <b>Quantitative Research Questions and Hypotheses</b>                                     | <b>136</b> |
| • <b>Example 7.3.</b> A Null Hypothesis   | 138        |
| • <b>Example 7.4.</b> Directional Hypotheses  | 138        |
| • <b>Example 7.5.</b> Nondirectional and Directional Hypotheses                           | 139        |
| • <b>Example 7.6.</b> Standard Use of Language in Hypotheses                              | 140        |
| A Model for Descriptive Questions and Hypotheses  | 140        |
| • <b>Example 7.7.</b> Descriptive and Inferential Questions                               | 140        |
| <b>Mixed Methods Research Questions and Hypotheses</b>                                    | <b>141</b> |
| • <b>Example 7.8.</b> Hypotheses and Research Questions in a Mixed Methods Study          | 143        |
| • <b>Example 7.9.</b> A Mixed Methods Question Written Using Methods and Content Language | 144        |
| <b>Summary</b>  | <b>145</b> |
| - Writing Exercises   | 145        |
| <b>Additional Readings</b>  | <b>146</b> |
| <b>Chapter 8 Quantitative Methods</b>   | <b>147</b> |
| <b>Defining Surveys and Experiments</b>   | <b>147</b> |
| <b>Components of a Survey Study Method Plan</b>   | <b>148</b> |
| The Survey Design   | 149        |
| The Population and Sample   | 150        |
| Instrumentation   | 153        |

|  |            |
|--|------------|
| Variables in the Study                                 | 155        |
| Data Analysis  | 156        |
| Interpreting Results and Writing a Discussion Section  | 158        |
| – <b>Example 8.1.</b> A Survey Method Plan             | 160        |
| <b>Components of an Experimental Study Method Plan</b> | <b>161</b> |
| Participants   | 161        |
| Variables  | 164        |
| Instrumentation and Materials                          | 165        |
| Experimental Procedures                                | 166        |
| – <b>Example 8.2.</b> Pre-experimental Designs         | 168        |
| – <b>Example 8.3.</b> Quasi-experimental Designs       | 168        |
| – <b>Example 8.4.</b> True Experimental Designs        | 169        |
| – <b>Example 8.5.</b> Single-Subject Designs           | 169        |
| Threats to Validity                                    | 169        |
| The Procedure  | 172        |
| Data Analysis  | 173        |
| Interpreting Results and Writing a Discussion Section  | 174        |
| – <b>Example 8.6.</b> An Experimental Method Plan      | 174        |
| <b>Summary</b>   | <b>175</b> |
| – Writing Exercises                                    | 176        |
| <b>Additional Readings</b>                             | <b>176</b> |
| <b>Chapter 9 Qualitative Methods</b>                   | <b>179</b> |
| <b>The Characteristics of Qualitative Research</b>     | <b>180</b> |
| <b>Qualitative Designs</b>                             | <b>182</b> |
| <b>The Researcher's Role and Reflexivity</b>           | <b>183</b> |
| <b>Data Collection Procedures</b>                      | <b>185</b> |
| <b>Data Recording Procedures</b>                       | <b>189</b> |
| <b>Data Analysis Procedures</b>                        | <b>190</b> |
| <b>Interpretation</b>                                  | <b>198</b> |
| <b>Validity and Reliability</b>                        | <b>199</b> |
| <b>Writing the Qualitative Report</b>                  | <b>203</b> |
| – <b>Example 9.1.</b> Qualitative Procedures           | 204        |
| <b>Summary</b>   | <b>209</b> |
| – Writing Exercises                                    | 210        |
| <b>Additional Readings</b>                             | <b>210</b> |
| <b>Chapter 10 Mixed Methods Procedures</b>             | <b>213</b> |
| <b>Components of Mixed Methods Procedures</b>          | <b>213</b> |
| Describe Mixed Methods Research                        | 215        |
| <b>Types of Mixed Methods Designs</b>                  | <b>217</b> |
| Convergent Mixed Methods Design                        | 217        |
| Explanatory Sequential Mixed Methods Design            | 221        |
| Exploratory Sequential Mixed Methods Design            | 224        |
| Several Complex Mixed Methods Designs                  | 226        |

|   |            |
|---|------------|
| <b>A Procedure for Embedding Core Designs Into Complex Designs</b>    | <b>233</b> |
| <b>Factors Important in Choosing a Mixed Methods Design</b>           | <b>236</b> |
| <b>Examples of Mixed Methods Procedures</b>                           | <b>239</b> |
| • <b>Example 10.1.</b> A Convergent Parallel Mixed Methods Design     | 240        |
| • <b>Example 10.2.</b> An Explanatory Sequential Mixed Methods Design | 241        |
| • <b>Example 10.3.</b> An Exploratory Sequential Mixed Methods Design | 242        |
| • <b>Example 10.4.</b> A Social Justice Design                        | 243        |
| <b>Summary</b>  | <b>244</b> |
| • Writing Exercises   | 245        |
| <b>Additional Readings</b>  | <b>245</b> |
| <br>  |            |
| Glossary  | 247        |
| References  | 253        |
| Author Index  | 263        |
| Subject Index   | 267        |