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WORKSHOP: MIXED METHODS RESEARCH

No one research method is perfect

Mixed methods research is an approach that combines quantitative and qualitative research methods in the same research inquiry to gain insights. This three-day workshop will focus on various aspects of conducting mixed methods research: ranging from purpose to appropriateness to development of meta-inferences to assessment of quality of meta-inferences.

It is often acknowledged that each method has its strengths and weaknesses. Mixed methods research can tap into the best of both worlds. Specifically, mixed methods research can leverage the strengths of one method while minimizing the impact of its weaknesses through the use of another method.

Against this backdrop, strategies of when and how to use mixed methods research will be discussed. One of the inherent challenges in using multiple methods is not to compromise the quality of either of the methods— and criteria for the assessment of the quality and rigor of the method and data are important and will be discussed.

The biggest benefit of mixed methods research is that the whole is greater than the sum of the parts and researchers can learn more than with any one method by developing meta-inferences. Approaches to developing meta-inferences and assessing their quality will be discussed.

Mixed Methods Research

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WORKSHOP DURATION AND STRUCTURE

The workshop will be structured over 3 days with high-level of interactivity and feedback. If the goal is to develop a project or paper and get extensive feedback from the professor, participants should think about their research project a priori. The participants will be expected to have read and reflected on the readings that are assigned prior to the workshop. These prior readings form the basis of discussion and exercises.

The workshop will include a discussion of:

Topic 1: Qualitative and quantitative methods, strengths and weaknesses

Topic 2: Going from a single method to mixed methods, purposes, strategies

Topic 3: Execution strategies and developing meta-inferences

Topic 4: Illustrations of mixed methods research

Topic 5: Hands-on exercises on designing mixed methods research

WORKSHOP AUDIENCE

Graduate students and junior faculty members are the typical target audience for the workshops. However, even more seasoned faculty members, looking for guidance on pursuing mixed methods research are welcome to attend and benefit from the guidance and feedback.

Viswanath Venkatesh, who completed his PhD at the University of Minnesota in 1997, is a Distinguished Professor and Billingsley Chair in Information Systems at the Walton College of Business, University of Arkansas. He is widely regarded as one of the most influential scholars in business and economics, both in terms of premier journal publications and citations. His research focuses on understanding the diffusion of technologies in organizations and society. For over a decade, he has worked with several companies and government agencies, and has rigorously studied real-world phenomena. His favorite project focuses on rural India and improving the quality of life of the poorest of the poor—which he has presented in various forums including at the United Nations. The sponsorship of his

research has been about US$10M. His work has appeared in leading journals in human-computer interaction, information systems, organizational behavior, psychology, marketing, medical informatics, and operations management. Over various periods, including the most recent 5-, 10-, and 15-year periods (e.g., 2014-'18, 2009-'18, 2004-'18), he has been the most productive in terms of publications in the premier journals in information systems (i.e., *ISR* and *MISQ*) and best paper awards (e.g., *Academy of Management Journal*). His works have been cited over 86,000 times and about 28,000 times per Google Scholar and Web of Science, respectively. He has been recognized to be among the most influential scholars in business and economics (e.g., Thomson Reuters' highlycited.com, Emerald Citations, SSRN). He has taught a wide variety of undergraduate, MBA, exec MBA, PhD, and executive courses. Student evaluations have rated him to be among the best instructors at the various institutions, and he has received teaching awards at the school and university levels. He has performed extensive administration and service including a long stint at Arkansas as the director of the information systems PhD program. In 2009, he launched an IS research rankings web site, affiliated with the *Association for Information Systems* (AIS), that has received many accolades from the academic community including *AIS' Technology Legacy Award*. He has served in editorial roles in various journals including *Management Science, MISQ, ISR, Journal of AIS, POM, OBHDP, and DSJ*. He is a Fellow of the *Association of Information Systems* (AIS) and the *Information Systems Society, INFORMS*