

# Applied Social Science Approaches to Mixed Methods Research: Emerging Research and Opportunities

Part of the Advances in Library and Information Science Book Series

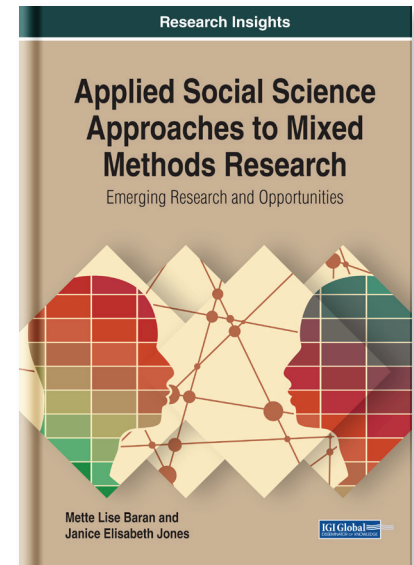
Mette Lise Baran (Cardinal Stritch University, USA) and Janice Elisabeth Jones (Cardinal Stritch University, USA)

## Description:

Research that has been presented primarily by quantitative research can benefit from the voice of the participants and the added value of the different perspective that qualitative research can provide.

The purpose of mixed methods research is to draw from the positive aspects of both research paradigms to better answer the research question. This type of research is often used in schools, businesses, and non-profit organizations as they strive to address and resolve questions that will impact their organizations.

**Applied Social Science Approaches to Mixed Methods Research: Emerging Research and Opportunities** is an academic research publication that examines more traditional and common research methods and how they can be complimented through qualitative counterparts. The content within this publication covers an array of topics such as entrepreneurship, social media, and marginalization. It is essential for researchers, academicians, non-profit professionals, business professionals, and higher education faculty, and specifically targets master or doctoral students committed to writing their theses, dissertations, or scholarly articles, who may not have had the benefit of working on a traditional research team.



**ISBN:** 9781799810254

**Release Date:** October, 2019

**Copyright:** 2020

**Pages:** 230

## Topics Covered:

- Bias
- Data Collection
- Entrepreneurship
- Ethics
- LGBTQ+
- Marginalization
- Military
- Qualitative Research
- Social Media
- Social Sciences

**Hardcover: \$185.00**

**E-Book: \$185.00**

**Hardcover + E-Book: \$220.00**

### Order Information

Phone: 717-533-8845 x100

Toll Free: 1-866-342-6657

Fax: 717-533-8661 or 717-533-7115

Online Bookstore: [www.igi-global.com](http://www.igi-global.com)

Mailing Address: 701 East Chocolate Avenue, Hershey, PA 17033, USA