

JOHN W. CRESWELL

RESEARCH DESIGN



QUALITATIVE, QUANTITATIVE, & MIXED METHODS APPROACHES



ERNATIONAL STUDENT EDI

FOURTH EDITION

RESEARCH DESIGN

INTERNATIONAL STUDENT EDITION

Qualitative, Quantitative, and Mixed Methods Approaches

JOHN W. CRESWELL

University of Nebraska-Lincoln



I dedicate this book to Karen Drumm Creswell. She is the inspiration for my writing and my life. Because of her—as wife, supporter, and detailed and careful editor—I am able to work long hours, keep the home fires burning, and be a productive researcher and book writer. Thank you, Karen, from the bottom of my heart for being there for me through all of the editions of this book.

FOURTH EDITION

RESEARCH Design

INTERNATIONAL STUDENT EDITION

Qualitative, Quantitative, and Mixed Methods Approaches

JOHN W. CRESWELL

University of Nebraska-Lincoln





Los Angeles | London | New Delhi Singapore | Washington DC

FOR INFORMATION:

SAGE Publications, Inc.
2455 Teller Road
Thousand Oaks, California 91320
E-mail: order@sagepub.com

SAGE Publications Ltd. 1 Oliver's Yard 55 City Road London EC1Y 1SP United Kingdom

SAGE Publications India Pvt. Ltd. B 1/I 1 Mohan Cooperative Industrial Area Mathura Road, New Delhi 110 044 India

SAGE Publications Asia-Pacific Pte. Ltd. 3 Church Street #10-04 Samsung Hub Singapore 049483

Acquisitions Editor: Vicki Knight
Editorial Assistant: Jessica Young
Assistant Editor: Kalie Koscielak
Production Editor: Brittany Bauhaus
Copy Editor: Megan Markanich
Typesetter: C&M Digitals (P) Ltd.
Proofreader: Rae-Ann Goodwin

Cover Designer: Michael Dubowe Marketing Manager: Nicole Elliott Permissions Editor: Adele Hutchinson

Indexer: Gloria Tierney

Copyright © 2014 by SAGE Publications, Inc.

All rights reserved. No part of this book may be reproduced or utilized in any form or by any means, electronic or mechanical, including photocopying, recording, or by any information storage and retrieval system, without permission in writing from the publisher.

Printed by Henry Ling Limited, at the Dorset Press, Dorchester, DT1 1HD

Library of Congress Cataloging-in-Publication Data

Creswell, John W.

Research design: qualitative, quantitative, and mixed methods approaches / John W. Creswell. — 4th ed.

p. cm.

Includes bibliographical references and index.

ISBN 978-1-4522-2609-5 (cloth) — ISBN 978-1-4522-2610-1 (pbk.)

Social sciences—Research—Methodology.
 Social sciences—Statistical methods. I. Title.

H62.C6963 2014

300.72'1—dc23 2012043521

This book is printed on acid-free paper.

13 14 15 16 17 10 9 8 7 6 5 4 3 2 1

Brief Contents

Analytic Contents of Research Techniques	xv
Preface	xix
Acknowledgments	xxvii
About the Author	xxix
Part I. Preliminary Considerations	1
1. The Selection of a Research Approach	3
2. Review of the Literature	25
3. The Use of Theory	51
4. Writing Strategies and Ethical Considerations	77
👺 Part II. Designing Research	105
5. The Introduction	107
6. The Purpose Statement	123
7. Research Questions and Hypotheses	139
8. Quantitative Methods	155
9. Qualitative Methods	183
10. Mixed Methods Procedures	215
Glossary	241
References	251
Author Index	261
Cubicat Index	245

Detailed Contents

Analytic Contents of Research Techniques	XV
Preface	xix
Purpose	xix
Audience	xix
Format	XX
Outline of Chapters	xxii
Acknowledgments	xxvii
About the Author	xxix
Part I. Preliminary Considerations	1
1. The Selection of a Research Approach	3
The Three Approaches to Research	3
Three Components Involved in an Approach	5
Philosophical Worldviews	5
The Postpositivist Worldview	7
The Constructivist Worldview	8
The Transformative Worldview	9
The Pragmatic Worldview	10
Research Designs	11
Quantitative Designs	12
Qualitative Designs	13
Mixed Methods Designs	14
Research Methods	16
Research Approaches as Worldviews, Designs,	
and Methods	17
Criteria for Selecting a Research Approach	19
The Research Problem and Questions	20
Personal Experiences	20
Audience	21
Summary	21
Writing Exercises	22
Additional Readings	22

2. Review of the Literature	25
The Research Topic	25 27
The Literature Review The Use of the Literature	28
Design Techniques	31
Steps in Conducting a Literature Review	31
Searching Computerized Databases	32
A Priority for Selecting Literature Material	35
A Literature Map of the Research	36
Abstracting Studies	38
■ Example 2.1. Literature Review Abstract in	
a Quantitative Study	40
Example 2.2. Literature Review Abstract in a Study	
Advancing a Typology	41
Style Manuals	41
The Definition of Terms	42
Example 2.3. Terms Defined in an Independent	
Variables Section	45
Example 2.4. Terms Defined in a Mixed	
Methods Dissertation	46
A Quantitative or Mixed Methods Literature Review	46
Summary	48
Writing Exercises Additional Readings	49 49
3. The Use of Theory	51
Quantitative Theory Use	52 52
Variables in Quantitative Research Definition of a Theory in Quantitative Research	53
Forms of Theories in Quantitative Research	55
Placement of Quantitative Theories	59
Writing a Quantitative Theoretical Perspective	60
Example 3.1. A Quantitative Theory Section	61
Qualitative Theory Use	64
Variation in Theory Use in Qualitative Research	64
Locating the Theory in Qualitative Research	67
Example 3.2. A Theory Early in a Qualitative Study	67
Example 3.3. A Theory at the End of a Qualitative Study	68
Mixed Methods Theory Use	68
Social Science Theory Use	69
Transformative Paradigm Theory Use	70
Example 3.4. Theory in a Transformative Mixed	
Methods Study	74

Summary	74
Writing Exercises	75
Additional Readings	76
4. Writing Strategies and Ethical Considerations	77
Writing the Proposal	77
Arguments Presented in a Proposal	77
Format for a Qualitative Proposal	78
Example 4.1. A Qualitative Constructivist/	
Interpretivist Format	78
 Example 4.2. A Qualitative Transformative Format 	79
Format for a Quantitative Proposal	80
Example 4.3. A Quantitative Format	80
Format for a Mixed Methods Proposal	81
Example 4.4. A Mixed Methods Format	81
Designing the Sections of a Proposal	82
Writing Ideas	83
Writing as Thinking	84
The Habit of Writing	85
Readability of the Manuscript	86
Example 4.5. An Illustration of the	
Hook-and-Eye Technique	89
Voice, Tense, and "Fat"	90
Ethical Issues to Anticipate	92
Prior to Beginning the Study	95
Beginning the Study	97
Collecting the Data	97
Analyzing the Data	99
Reporting, Sharing, and Storing Data	99
Summary	101
Writing Exercises Additional Readings	102 102
Additional Redainings	102
Part II. Designing Research	105
5. The Introduction	107
The Importance of Introductions	107
An Abstract for a Study	108
Qualitative, Quantitative, and Mixed Methods Introductions	110
A Model for an Introduction	111
An Illustration	112
The Research Problem	114
Studies Addressing the Problem	116
Deficiencies in Past Literature	117

■ Example 5.1. Deficiencies in the	110
Literature—Needed Studies	118
■ Example 5.2. Deficiencies in the Literature—Few Studies	118
Significance of a Study for Audiences	119
	119
 Example 5.3. Significance of the Study Stated in an Introduction to a Quantitative Study 	119
Summary	120
Writing Exercises Additional Readings	120 121
6. The Purpose Statement	123
Significance and Meaning of a Purpose Statement	123
A Qualitative Purpose Statement	124
 Example 6.1. A Purpose Statement in a Qualitative Phenomenology Study 	126
■ Example 6.2. A Purpose Statement in a Case Study	127
■ Example 6.3. A Purpose Statement in an Ethnography	127
■ Example 6.4. A Purpose Statement in a Grounded	128
Theory Study	
A Quantitative Purpose Statement	128
Example 6.5. A Purpose Statement in a Published Survey Study	130
 Example 6.6. A Purpose Statement in a Dissertation Survey Study 	131
■ Example 6.7. A Purpose Statement in an	
Experimental Study	132
A Mixed Methods Purpose Statement	132
Example 6.8. A Convergent Mixed Methods	
Purpose Statement	135
 Example 6.9. An Explanatory Sequential Mixed Methods Purpose Statement 	135
 Example 6.10. An Exploratory Sequential Mixed Methods Purpose Statement 	136
Summary	137
Writing Exercises	137
Additional Readings	138
7. Research Questions and Hypotheses	139
Qualitative Research Questions	139
■ Example 7.1. A Qualitative Central	
Question From an Ethnography	142