Career Transitions Series

# Mixed Methods Research

**Susan Squires**

University of North Texas

July 18, 2025

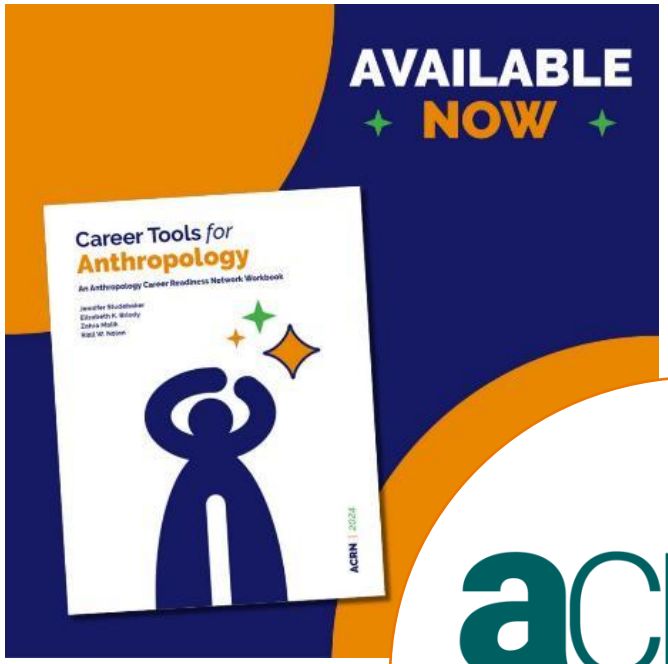
# What is the Anthropology Career Readiness (ACRN) Network?

## Our Mission

Prepare the next generation of anthropologists to meet tomorrow's challenges and opportunities

## Our Resources

- "How-to" Tools for Job Seekers and Instructors including our 2024 Workbook: ***Career Tools for Anthropology***
- Speaker's Bureau
- World of Work Blog
- Client-based Class Projects
- Departmental Advisory Initiative and more!

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# Career Transitions Webinar Series
## Fridays, 2:00-3:00 Eastern

| Date | Event Title | Presenter |
|---|---|---|
| July 11 | Speed Networking | Rosalie Post |
| **July 18** | **Welcome to Mixed Methods Research. You Are an Anthropologist. You've Got This!** | **Susan Squires** |
| July 25 | Speed Networking | Timothy DeWaal Malefyt |
| August 1 | Finding Patterns and Meaning in Numbers | Gigi Taylor and Roland B. Stark |
| August 8 | Speed Networking | Ken Erickson |
| August 15 | Storytelling with Numbers | Beth Holland |

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# Finding the Documents from this ACRN Webinar Series

- **Email** to today's slide deck after the webinar
- **Slide decks** from the Series
  - Go to https://anthrocareerready.net
  - Click on "For Students" or "For Instructors"
  - Scroll down to "Conferences & Workshops"

An Anthropology Career Readiness Network Webinar

# Welcome to Mixed Methods Research. You Are an Anthropologist. You've Got This!

## Friday July 18
## 2 PM ET

Susan Squires
Presenting

aCRN anthropology
CAREER READINESS NETWORK

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# Upcoming ACRN Webinars

An Anthropology Career Readiness Network Webinar

## Speed Networking

**Friday July 25**
**2 PM ET**

Timothy DeWaal Malefyt
Facilitating

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## Finding Patterns and Meaning in Numbers

**Friday Aug 1**
**2 PM ET**

Gigi Taylor and
Roland Stark
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## Speed Networking

**Friday Aug 8**
**2 PM ET**

Ken Erickson
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# Mixed Method Research

Part I - Susan Squires

# This is not a Workshop on Statistics!

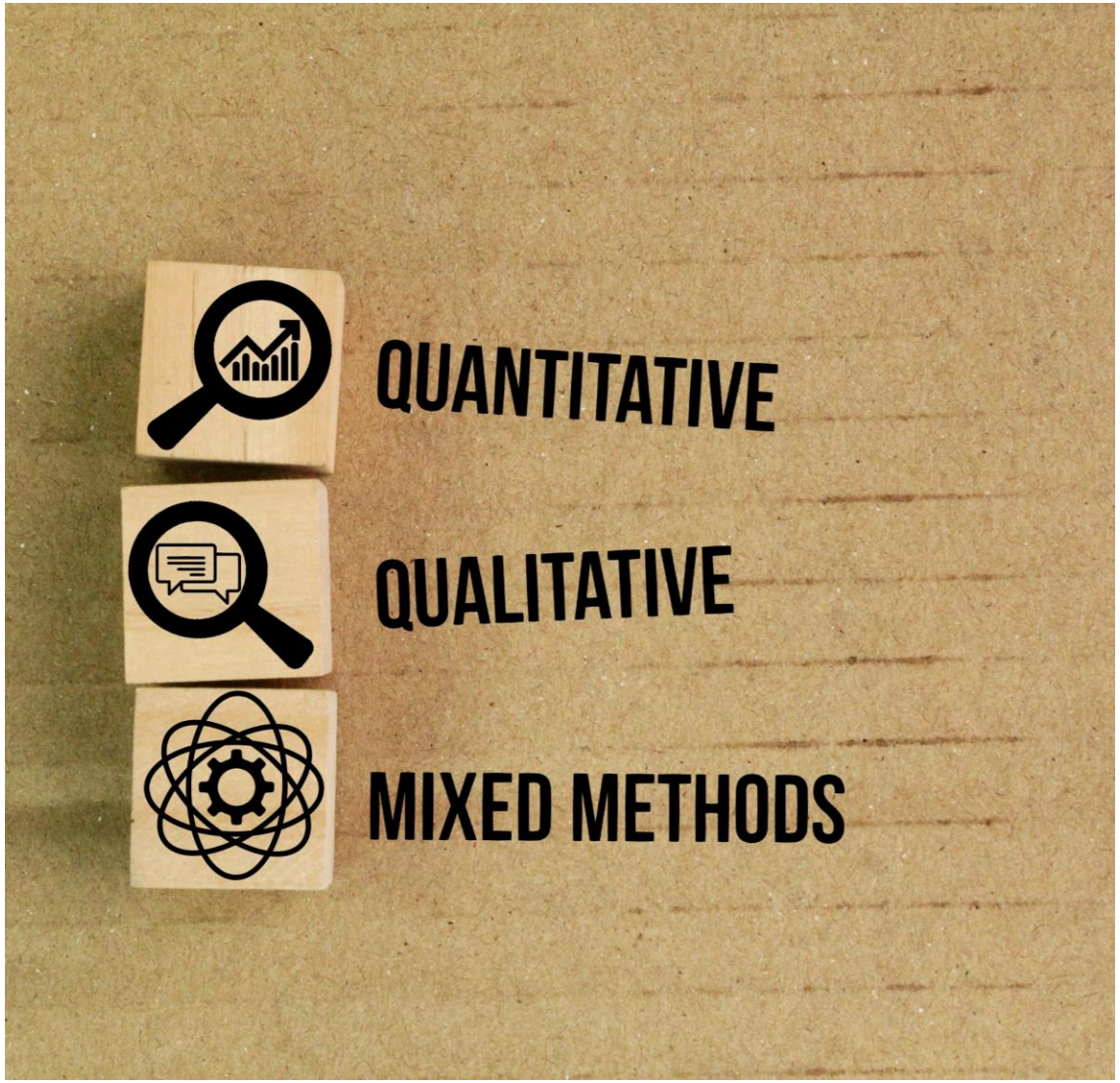
Overview of basic research principles

- Develop a research design
- Collect and analyze data
- Present results

Foundation for both qualitative and quantitative research

# Qualitative or Quantitative

- Qualitative provides depth
- Quantitative provides breadth
- Mixed Method Integrates both



# Research Approaches Basic to Both

- Descriptive - systematically observe and describe
- Inductive research - exploratory to answer basic questions why
- Deductive research - start with an idea or hypothesis and then generate a plan to test it

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# Research Planning

1. Begin with a research topic or problem
2. Decide on Inductive or Deductive, Descriptive
3. Choose research design that will answer the question
4. Methods –how to find things out
5. Collect data.
6. Analyze your data
7. Present your data

# Survey Sampling

Random

- Simple
- Systematic Random
- Stratified  Random
- Cluster Sampling

Non-Random

- Quota Sampling  - individuals from within groups
- Purposive Sampling - choose a criterion then find people
- Convenience Sample
- Snowball Sampling

# Some Translations

Units of Analysis = what you plan to study

Units of time = how long the research will take

Longitudinal Study = research over time

Cross-sectional study = research on a particular population at a particular time

Variables = Factors you will include in the research

Attributes = items included in the variable

Ordinals = scale typically using numbers

Nominals = typically a questions with two possible answers

# Survey Questions

Things to think about

- Operationalizing / Defining the words and phases
- Appropriate to the population
- Reliability: interpretation of the question the same
- Variables and their attributes

Pit falls

- Leading; Answer suggested in the question
- Threatening or Misleading
- Triger Emotions
- Two questions packaged as one

## Survey Design

- Nominal
- Ordinal
- Fill in the blank

Good Survey should be about 30 Questions

# Types of Errors

Found in Quantitative and Qualitative

- Errors of Observation
- Errors of over generalization
- Errors of Selective Observation

**You now know as**

**much as 50% of those**

**who write surveys**

Questions

# Exercise

The Anthropology Careers Readiness Network (ACRN) set two key goals: 1) to improve the career readiness for anthropology students, and 2) to provide Anthropology programs with the support and tools to prepare students for future careers in practice.

But ACRN does not know much about its current membership or if they find ACRN's resources useful.

# Exercise Questions

Join a group and choose someone who will report back

Design the ACRN study

1. What are the research goals?
2. Sampling: Who will you ask?
3. Will your sampling be random or non-random?
4. What data collection methods will you use and why? (Note: you can't use Qualitative as the only method!)
5. What are your variables?
6. Will your data collection use Nominal, Ordinal, Fill in the Blank or a mix? Why?