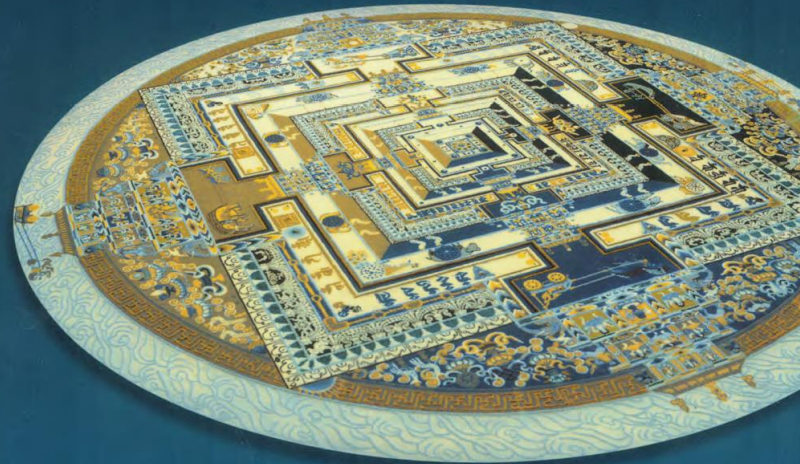


THIRD EDITION

RESEARCH DESIGN

Qualitative, Quantitative, and
Mixed Methods Approaches



JOHN W. CRESWELL



Instructor

Morteza Maleki, PhD



CHAPTER TWO

Review of the Literature

Preview

- ✓ **Literature Review** helps to determine whether the topic is worth studying.
 - ✓ It provides insight into ways in which the researcher can limit the scope to a needed area of inquiry.

THE RESEARCH TOPIC

- ✓ The **topic** is the subject or subject matter of a proposed study, such as "faculty teaching," "organizational creativity," or "psychological stress."
- ✓ Describe the topic in a few words or in a short phrase.
 - ✓ The topic becomes the central idea to learn about or to explore.

THE RESEARCH TOPIC

- ✓ There are several ways that researchers gain some insight into their topics when they are initially planning their research:
 - 1) One way is to draft a brief title to the study.
 - ✓ Often researchers fail to draft a title early in the development of their projects.
 - ✓ The working or draft title becomes a major road sign in research-a tangible idea that the researcher can keep refocusing on and changing as the project goes on
- ✓ When students first provide their prospectuses of a research study, one might ask them to supply a **working title** if they do not already have one on the paper.

THE RESEARCH TOPIC

How would this working title be written?

- ✓ Try completing this sentence, "My study is about, ..."
- ✓ A response might be, "My study is about at-risk children in the junior high," or "My study is about helping college faculty become better researchers."
- ✓ At this stage in the design, frame the answer to the question so that another scholar might easily grasp the meaning of the project.

THE RESEARCH TOPIC

Wilkinson (1991) provides useful advice for creating a title:

1) Be brief and avoid wasting words.

- ✓ Eliminate unnecessary words, such as 'An Approach to ... , A Study of ... , " and so forth.

2) Use a single title or a double title.

- ✓ An example of a double title would be, 'An Ethnography: Understanding a Child's Perception of War.'

✓ In addition to Wilkinson's thoughts,

- 1) Consider a title no longer than 12 words,
- 2) Eliminate most articles and prepositions, and
- 3) Make sure that it includes the focus or topic of the study.

THE RESEARCH TOPIC

- 2) Another strategy for topic development is to pose the topic as a brief question.

What question needs to be answered in the proposed study?

- ✓ A researcher might ask,

1. "What treatment is best for depression?"
2. "What does it mean to be Arabic in U.S. society today?"
3. "What brings people to tourist sites in the Midwest?"

- ✓ When drafting questions such as these, focus on the key topic in the question as the major signpost for the study.

- ✓ Consider how this question might be expanded later to be more descriptive of your study.

THE RESEARCH TOPIC

- ✓ Actively elevating topic to a research study calls for reflecting on whether the topic **can** and **should** be researched.
- ✓ A topic **can** be researched if
 - ✓ Researchers have participants willing to serve in the study.
 - ✓ Investigators have resources to collect data over a sustained period of time and to analyze the information, such as available computer programs.
- ✓ A topic **should** be researched if the topic
 - ✓ Adds to the pool of research knowledge available on the topic,
 - ✓ Replicates past studies,
 - ✓ Lifts up the voices of underrepresented groups or individuals,
 - ✓ Helps address social justice, or
 - ✓ Transforms the ideas and beliefs of the researcher.

THE RESEARCH TOPIC

- ✓ A first step in any project is to spend considerable time in the library examining the research on a topic.
- ✓ Beginning researchers may advance a great study that is complete in every way, such as in
 - ✓ The clarity of research questions
 - ✓ The comprehensiveness of data collection, and
 - ✓ The sophistication of statistical analysis
- ✓ But the researcher may garner little support from faculty committees or conference planners because the study does not add anything new to the body of research.

THE RESEARCH TOPIC

- ✓ Ask, "How does this project contribute to the literature?"
 - ✓ Consider how the study might address a topic that has yet to be examined,
 - ✓ Extend the discussion by incorporating new elements, or replicate (or repeat) a study in new situations or with new participants.

THE RESEARCH TOPIC

- ✓ The issue of **should** the topic be studied also relates to whether anyone outside of the researcher's own immediate institution or area would be interested in the topic.
- ✓ Given a choice between a topic that might be of **limited regional interest** or one of **national interest**.
 - ✓ One would opt for the **latter** because it would have wide appeal to a much broader audience.
 - ✓ Journal editors, committee members, conference planners, and funding agencies all appreciate research that reaches a broad audience.

THE RESEARCH TOPIC

- ✓ Finally, the **should** issue also relates to the researcher's personal goals.
 - ✓ Consider the time it takes to complete a project, revise it, and disseminate the results.
- ✓ All researchers should consider how the study and its heavy commitment of time will pay off in enhancing career goals.
 - ✓ Whether these goals relate to doing more research, obtaining a future position, or advancing toward a degree.

THE LITERATURE REVIEW

✓ The literature review accomplishes several purposes.

- 1) It shares with the reader the results of other studies that are closely related to the one being undertaken.
- 2) It relates a study to the larger, ongoing dialogue in the literature, filling in gaps and extending prior studies (Cooper. 1984: Marshall & Rossman. 2006).
- 3) It provides a framework for establishing the importance of the study as well as a benchmark for comparing the results with other findings.

THE LITERATURE REVIEW

The Use of the literature

- ✓ The literature review in a proposal should be brief and summarize the major literature on the research problem;
 - ✓ It does not need to be fully developed and comprehensive at this point.
- ✓ Another approach is to develop a detailed outline of the topics and potential references that will later be developed into an entire chapter, usually the second, titled "Literature review," which might run from 20 to 60 pages or so.

THE LITERATURE REVIEW

- ✓ The literature review in a journal article is an abbreviated form of that found in a dissertation or master's thesis.
 - ✓ It typically is contained in a section called "Related Literature" and follows the introduction to a study.
 - ✓ This is the pattern for quantitative research articles in journals.
- ✓ For qualitative research articles, the literature review may be
 1. Found in a separate section,
 2. Included in the introduction, or
 3. Threaded throughout the study.

THE LITERATURE REVIEW

- ✓ In **qualitative research**, inquirers use the literature in a manner consistent with the assumptions of learning from the participant, not prescribing the questions that need to be answered from the researcher's standpoint.
- ✓ One of the chief reasons for conducting a qualitative study is that the study is exploratory.
 - ✓ Not much has been written about the topic or the population being studied, and the researcher seeks to listen to participants and build an understanding based on what is heard.

THE LITERATURE REVIEW

- ✓ In theoretically oriented studies, such as **ethnographies** or **critical ethnographies**, the literature on a cultural concept or a critical theory is introduced early in the report or proposal as an orienting framework.
- ✓ In **grounded theory**, **case studies**, and **phenomenological studies**, literature is less often used to set the stage for the study.
- ✓ With an approach grounded in learning from participants and variation by type of **qualitative research**, there are several models for incorporating the literature review:
 - 1) At the introduction
 - 2) A separate section, like quantitative studies
 - 3) At the final part of the research (paper)

THE LITERATURE REVIEW

Table 2.1 Using Literature in a Qualitative Study

Use of the Literature	Criteria	Examples of Suitable Strategy Types
The literature is used to frame the problem in the Introduction to the study.	There must be some literature available.	Typically, literature is used in all qualitative studies, regardless of type.
The literature is presented in a separate section as a review of the literature.	This approach is often acceptable to an audience most familiar with the traditional postpositivist approach to literature reviews.	This approach is used with those studies employing a strong theory and literature background at the beginning of a study, such as ethnographies and critical theory studies.
The literature is presented in the study at the end; it becomes a basis for comparing and contrasting findings of the qualitative study.	This approach is most suitable for the inductive process of qualitative research; the literature does not guide and direct the study but becomes an aid once patterns or categories have been identified.	This approach is used in all types of qualitative designs, but it is most popular with grounded theory, where one contrasts and compares a theory with other theories found in the literature.

THE LITERATURE REVIEW

- ✓ In the **introduction** of a paper, the literature provides a useful backdrop for the problem or issue that has led to the need for the study, such as
 - 1) Who has been writing about it,
 - 2) Who has studied it, and
 - 3) Who has indicated the importance of studying the issue.
- ✓ This framing of the problem is, of course, contingent on available studies.

THE LITERATURE REVIEW

- ✓ A second form is to review the literature in a **separate section**, a model typically used in quantitative research, often found in journals with a quantitative orientation.
- ✓ In theory-oriented qualitative studies, such as ethnography, critical theory, or an advocacy or emancipatory aim, the inquirer might locate the theory discussion and literature in a separate section, typically toward the beginning of the write-up.

THE LITERATURE REVIEW

- ✓ The researcher may incorporate the related literature in the **final section**, where it is used to compare and contrast with the results (or themes or categories) to emerge from the study.
 - ✓ This model is especially popular in grounded theory studies, and I recommend it because it uses the literature inductively.

THE LITERATURE REVIEW

- ✓ **Quantitative research** includes a substantial amount of literature at the beginning of a study to provide direction for the research questions or hypotheses.
 - ✓ It is also used there to introduce a problem or to describe in detail the existing literature in a section titled "**Related Literature**" or "**Review of Literature**".
- ✓ The literature review can introduce a theory;
 - 1) An explanation for expected relationships,
 - 2) Describe the theory that will be used, and
 - 3) Suggest why it is a useful theory to examine
- ✓ At the end of a study, the literature is revisited by the researcher, and a comparison is made between the results with the existing findings in the literature.
- ✓ In this model, the quantitative researcher uses the literature deductively as a framework for the research questions or hypotheses.

THE LITERATURE REVIEW

According to Cooper (1984), literature reviews can be of three types:

- 1) It can be **integrative**, in which the researchers summarize broad themes in the literature (Cooper, 1984).
 - ✓ This model is popular in dissertation proposals and dissertations.
- 2) It can be a **theoretical** review, in which the researcher focuses on extant theory that relates to the problem under study.
 - ✓ This form appears in journal articles in which the author integrates the theory into the introduction.
- 3) It can be a **methodological** review, where the researcher focuses on methods and definitions.
 - ✓ These reviews may provide both a summary of studies and a critique of the strengths and weaknesses of the methods sections.
 - ✓ It is not seen frequently today in dissertations and theses.

THE LITERATURE REVIEW

- ✓ In a **Mixed Methods Study**, the researcher uses either a qualitative or a quantitative approach to the literature, depending on the type of strategy being used.
- ✓ In a sequential approach, the literature is presented in each phase in a way consistent with the method being used.
 - 1) If the study begins with a quantitative phase, then the investigator is likely to include a substantial literature review that helps to establish a rationale for the research questions or hypotheses.
 - 2) If the study begins with a qualitative phase, then the literature is substantially less, and the researcher may incorporate it more into the end of the study-an inductive approach.
 - 3) If the researcher advances a concurrent study with an equal weight and emphasis on both qualitative and quantitative data, then the literature may take either qualitative or quantitative forms.

THE LITERATURE REVIEW

- ✓ As suggested by Creswell (2009), using the literature in planning a qualitative, quantitative, or mixed methods take these into accounts:
 - ✓ In a **qualitative study**, use the literature sparingly in the beginning in order to convey an inductive design, unless the design type requires a substantial literature orientation at the outset.
 - ✓ Consider the most appropriate place for the literature in a **qualitative study**, and base the decision on the audience for the project.
 - ✓ Keep in mind the options: placing it at the beginning to frame the problem, placing it in a separate section, and using it at the end to compare and contrast with the findings.
 - ✓ Use the literature in a **quantitative study** deductively, as a basis for advancing research questions or hypotheses.

THE LITERATURE REVIEW

- ✓ In a **quantitative study** plan, use the literature to introduce the study, describe related literature in a separate section, and to compare findings.
- ✓ If a separate review is used, consider whether the literature will be integrative summaries, theoretical reviews, or methodological reviews.
 - ✓ A typical practice in dissertation writing is to advance an integrative review.
- ✓ In a **mixed methods** study, use the literature in a way that is consistent with the major type of strategy and the qualitative or quantitative approach most prevalent in the design.

DESIGN TECHNIQUES

Steps in Conducting a Literature Review

- ✓ A literature review means locating and summarizing the studies about a topic.
 - ✓ Often these are research studies (since you are conducting a research study)
 - ✓ They may also include conceptual articles or thought pieces that provide frameworks for thinking about topics.
- ✓ Many scholars proceed in a systematic fashion to capture, evaluate, and summarize the literature, presented as a 7-step process suggested by Creswell (2009);

DESIGN TECHNIQUES

- 1) Begin by identifying key words, useful in locating materials in an academic library at a college or university.
 - ✓ These key words may emerge in identifying a topic or may result from preliminary readings.
- 2) With these key words in mind, next go to the library and begin searching the catalog for holdings (i.e. journals and books).
 - ✓ Most major libraries have computerized databases, and researchers can focus initially on journals and books related to the topic.
 - ✓ Begin to search the computerized data bases that are typically reviewed by social science researchers, such as the Social Science Citation Index, (Google Scholar, ProQuest, ScienceDirect, Springer, Taylor & Francis,)

DESIGN TECHNIQUES

- 3) Initially, try to locate about 50 reports of research in articles or books related to research on your topic.
 - ✓ Set a priority on the search for journal articles and books because they are easy to locate and obtain.
 - ✓ Determine whether these articles and books exist in your academic library or whether you need to send for them by interlibrary loan or purchase them through a bookstore.
- 4) Skim this initial group of articles or chapters, and duplicate those that are central to your topic.
 - ✓ Throughout this process, simply try to obtain a sense as to whether the article or chapter will make a useful contribution to your understanding of the literature.

DESIGN TECHNIQUES

5) As you identify useful literature, begin designing a **literature map**.

- ✓ This is a visual picture (or figure) of groupings of the literature on the topic, that illustrates how your particular study will contribute to the literature, positioning your own study within the larger body of research.

6) As you put together the literature map, also begin to draft summaries of the most relevant articles.

- ✓ These summaries are combined into the final literature review that you write for your proposal or research study.
- ✓ Include precise references to the literature using an appropriate style guide, such as the American Psychological Association (APA) style manual (APA, 2001) so that you have a complete reference to use at the end of the proposal or study.

DESIGN TECHNIQUES

- 7) After summarizing the literature, assemble the literature review, structuring it thematically or organizing it by important concepts.
 - ✓ End the literature review with a summary of the major themes and suggest how your particular study further adds to the literature.

DESIGN TECHNIQUES

A Priority for Selecting Literature Material

- 1) If you are examining a topic for the first time and unaware of the research on it, start with broad syntheses of the literature, such as overviews found in encyclopedias (e.g., Aikin, 1992: Keeves, 1988).
 - ✓ You might also look for summaries of the literature on your topic presented in journal articles or abstract series (e.g., Annual Review of Psychology, 19 50-).

DESIGN TECHNIQUES

- 2) Next, turn to journal articles in respected, national journals, especially those that report research studies.
 - ✓ By *research*, it means that the author or authors pose a question or hypothesis, collect data, and try to answer the question or hypothesis.
 - ✓ There are journals widely read in your field, and typically they are publications with a high-quality editorial board consisting of individuals from around the United States or abroad.
 - ✓ By turning to the first few pages, you can determine if an editorial board is listed and whether it is made up of individuals from around the country or world.
 - ✓ Start with the most recent issues of the journals and look for studies about your topic and then work backward in time.
 - ✓ Follow up on references at the end of the articles for more sources to examine.

DESIGN TECHNIQUES

3) Turn to books related to the topic.

- ✓ Begin with research monographs that summarize the scholarly literature.
- ✓ Then consider entire books on a single topic by a single author or group of authors or books that contain chapters written by different authors.

4) Follow this search by recent conference papers.

- ✓ Look for major national conferences and the papers delivered at them.
- ✓ Most major conferences either require or request that authors submit their papers for inclusion in computerized indices.
- ✓ Make contact with authors of pertinent studies.
- ✓ Seek them out at conferences.
- ✓ Write or phone them, asking if they know of studies related to your area of interest and inquire also if they have an instrument that might be used or modified for use in your study.

DESIGN TECHNIQUES

- 5) If time permits, scan the entries in *Dissertation Abstracts* (University Microfilms, 1938).
- ✓ Dissertations vary immensely in quality, and one needs to be selective in choosing those to review.
 - ✓ A search of the *Abstracts* might result in one or two relevant dissertations, and you can request copies of them.

DESIGN TECHNIQUES

- 6) The Web also provides helpful materials for a literature review.
 - ✓ The easy access and ability to capture entire articles makes this source of material attractive.
 - ✓ However, screen these articles carefully for quality and be cautious about whether they represent rigorous, thoughtful, and systematic research suitable for use in a literature review.
- ✓ Online journals, on the other hand, often include articles that have undergone rigorous reviews by editorial boards.
 - ✓ You might check to see if the journal has a refereed editorial board that reviews manuscripts and has published standards for accepting manuscripts in an editorial statement.

DESIGN TECHNIQUES

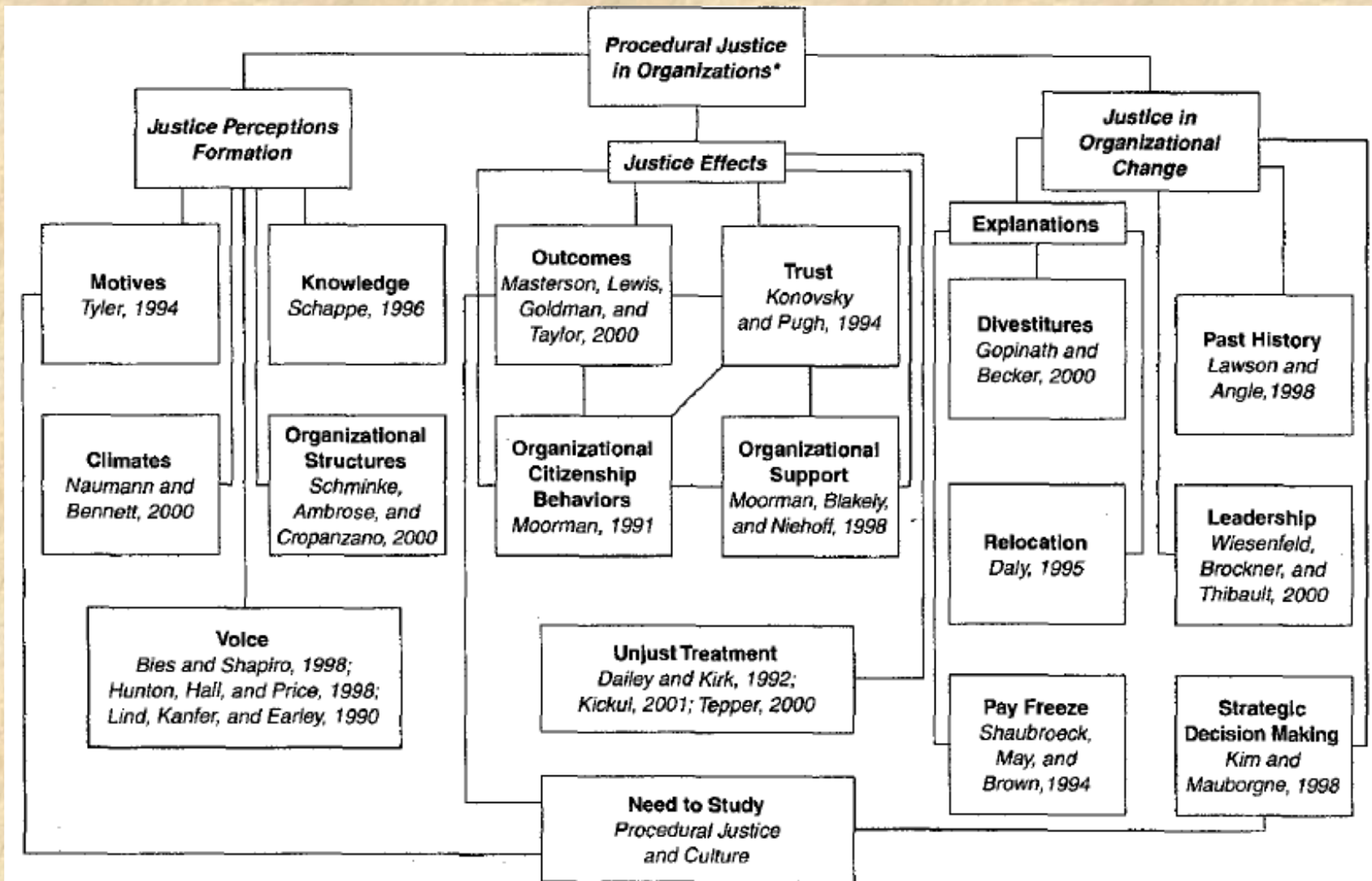
A Literature Map of the Research

- ✓ One of the first tasks for a researcher working with a new topic is to organize the literature.
 - ✓ This organization enables a person to understand how the proposed study adds to, extends, or replicates research already completed.
- ✓ A useful approach for this step is to design a literature map.
 - ✓ The central idea is that the researcher begins to build a visual picture of existing research about a topic.
 - ✓ This literature map presents an overview of existing literature.

DESIGN TECHNIQUES

- ✓ **The literature map of research** is a visual summary of the research that has been conducted by others, and it is typically represented in a figure.
- ✓ Maps are organized in different ways.
 - 1) One could be a hierarchical structure, with a top-down presentation of the literature, ending at the bottom with the proposed study.
 - 2) Another might be similar to a flowchart in which the reader understands the literature as unfolding from left to right with the farthest right-hand section advancing a proposed study.
 - 3) A third model might be a series of circles, with each circle representing a body of literature and the intersection of the circles the place in which the future research is indicated.

DESIGN TECHNIQUES



DESIGN TECHNIQUES

The Definition of Terms

- ✓ Another topic related to reviewing the literature is the identification and definition of terms that readers will need in order to understand a proposed research project.
- ✓ A **definition of terms** section may be found separate from the literature review, included as part of the literature review, or placed in different sections of a proposal.

DESIGN TECHNIQUES

- ✓ Whether a term should be defined is a matter of judgment, but define a term if there is any likelihood that readers will not know its meaning.
- ✓ Define terms when they first appear so that a reader does not read ahead in the proposal operating with one set of definitions only to find out later that the author is using a different set.
- ✓ As **Wilkinson (1991)** commented, "scientists have sharply defined terms with which to think clearly about their research and to communicate their findings and ideas accurately" (p. 22).
- ✓ Defining terms also adds precision to a scientific study.

DESIGN TECHNIQUES

- ✓ In dissertations and thesis proposals, terms are typically defined in a special section of the study.
 - ✓ The rationale is that in formal research, students must be precise in how they use language and terms.
 - ✓ The need to ground thoughts in authoritative definitions constitutes good science.
- ✓ Define terms introduced in all sections of the research plan:
 - 1) The title of the study
 - 2) The problem statement
 - 3) The purpose statement
 - 4) The research questions, hypotheses, or objectives
 - 5) The literature review
 - 6) The theory base of the study
 - 7) The methods section

DESIGN TECHNIQUES

- ✓ In **qualitative studies**, because of the inductive, evolving methodological design, inquirers may define few terms at the beginning, though may advance tentative definitions.
 - ✓ Themes (or perspectives or dimensions) may emerge through the data analysis.
 - ✓ Authors define these terms in the procedure section as they surface during the process of research.
 - ✓ This approach is to delay the definition of terms until they appear in the study and it makes such definitions difficult to specify in research proposals.
- ✓ Qualitative proposals often do not include separate sections for definition of terms, but the writers pose tentative, qualitative definitions before their entry into the field.

DESIGN TECHNIQUES

- ✓ **Quantitative studies**, operating more within the deductive model of fixed and set research objectives, include extensive definitions early in the research proposal.
 - ✓ Investigators place them in separate sections and precisely define them.
- ✓ The researchers try to comprehensively define all relevant terms at the beginning of studies and to use accepted definitions found in the literature.

DESIGN TECHNIQUES

- ✓ In **mixed method studies**, the approach to definitions might include a separate section if the study begins with a first phase of quantitative data collection.
 - ✓ If it begins with qualitative data collection, then the terms may emerge during the research, and they are defined in the findings or results section of the final report.
 - ✓ If both quantitative and qualitative data collection occurs at the same time, then the priority given to one or the other will govern the approach for definitions.
- ✓ In all mixed methods studies, there are terms that may be unfamiliar to readers, **for example**, the definition of a mixed methods study itself, in a procedural discussion.
- ✓ Clarify terms related to the strategy of inquiry used, such as concurrent or sequential, and the specific name for it (**e.g. concurrent triangulation design**).

DESIGN TECHNIQUES

A Quantitative or Mixed Methods Literature Review

- ✓ When composing a review of the literature, it is difficult to determine how much literature to review.
- ✓ For a **qualitative study**, the literature review might explore aspects of the central phenomenon being addressed and divide it into topical areas.
 - ✓ But the literature review for a qualitative study can be placed in a proposal in several ways (e.g. as a rationale for the research problem, as a separate section, as something threaded throughout the study, as compared with the results of a project).

DESIGN TECHNIQUES

- ✓ For a **quantitative study** or the quantitative strand of a mixed methods study, write a review of the literature that contains sections about the literature related to
 - ✓ Major independent variables,
 - ✓ Major dependent variables, and
 - ✓ Studies that relate the independent and dependent variables.
- ✓ This approach seems appropriate for dissertations and for conceptualizing the literature to be introduced in a journal article.
- ✓ Consider a literature review to be composed of five components:
 - ✓ An introduction,
 - ✓ Topic 1 (about the independent variable),
 - ✓ Topic 2 (about the dependent variable),
 - ✓ Topic 3, (studies that address both the independent and dependent variables), and
 - ✓ A summary.



The End