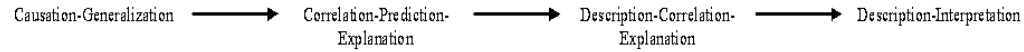
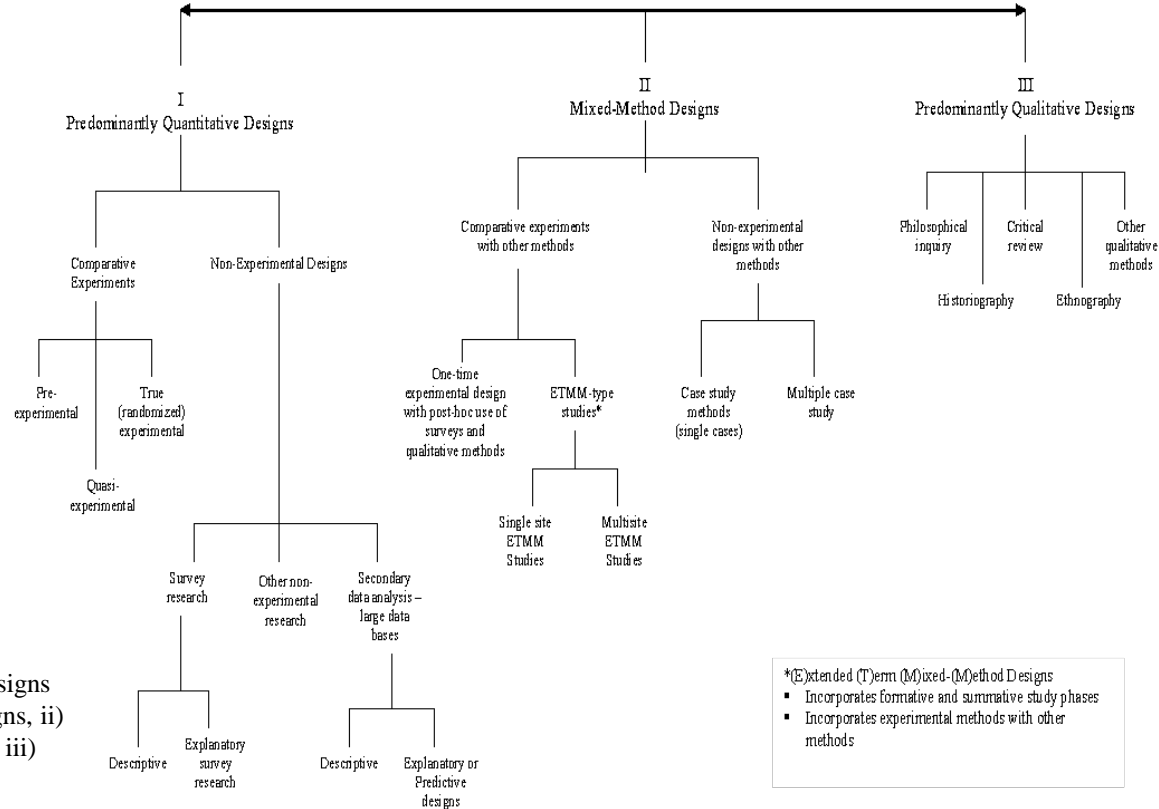


DESIGNS FOR GATHERING RESEARCH EVIDENCE

Continuum of Inquiry:



Continuum of Research Design:



Note: Creswell Mixed-Methods Designs include i) parallel convergent designs, ii) sequential multi-phase designs, and iii) complex mixed-methods designs.

*(E)xtended (T)erm (M)ixed-(M)ethod Designs

- Incorporates formative and summative study phases
- Incorporates experimental methods with other methods

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Map of Study Designs

Research Design Category	Textbook 1 Readings from <i>Research Methods for Business</i>	Textbook 2 Readings from <i>Research Design: Qualitative, Quantitative, and Mixed Models Approaches</i>
Quantitative Designs	Chapters 3-5 (RMB) Chapter 6 (RMB) Chapter 10 (RMB) Chapter 9 (RMB) Chapters 13 (RMB) Chapters 14-16 (RMB)	Chapter 3, pp.49-60 (QQMM) Chapter 8, pp.147-160 (QQMM) Chapter 8, pp.161-175 (QQMM)
Qualitative Designs	Chapter 6 (RMB) Chapters 7-8 (RMB) Chapters 12 (RMB) Chapters 13 (RMB) Chapters 14-16 (RMB)	Chapter 8 (QQMM) Chapter 9 (QQMM)
Mixed Methods Designs	Chapter 6 (RMB) Chapters 7-8 (RMB) Chapters 14-16 (RMB)	Chapter 10 (QQMM)