

BOOK CHAPTER REVIEW

Creswell, J. W. (2009). Research Design: Qualitative, Quantitative, and Mixed Methods Approaches (3rd ed.)

Reviewed Chapter 1: The Selection of a Research Design

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Chapter 1, the selection of a research design, advances the framework for research design, including philosophical world views (e.g., post-positivism, constructivism, advocacy/participatory, and pragmatism), research methods (i.e., qualitative, quantitative, and mixed methods), and strategies of inquiry within each paradigm (i.e., grounded theory, non/experimental designs, and transformative). Chapter one is concerned with giving a broad over view of the research design process while causing readers to begin to cognitively engage with the process they may employ in their own research design. Creswell presents the three research designs of quantitative, qualitative and mixed methods as stages along a continuum, suggesting that research often contains aspects of both quantitative and qualitative but with a far greater lean toward on and the other. Qualitative research follows the style of the traditional scientific method by collecting analysis hard data in numeric forms, then interpretation this data against a predetermined theory. This approach leans more toward a deductive post- positivist world view or paradigm (pp.16). Qualitative research gives the researcher more options when selecting a research design as a broad range of strategies and world views have been developed around qualitative procedures. In general, qualitative researchers lean toward embedding themselves to varying degrees within the research context, gathering data through a broad range of observational and interview strategies and taking a more inductive approach, moving from general to the more specific creation of theories or identification of patterns or development of generalizations. Creswell takes the time to explain that is more advisable for students to follow the guidance of their advisor when selecting a research design as this will lead to stronger support and access to greater

expertise (pp.19). He also acknowledges that students are heavily influenced by the programs and advisors they work with, so this is somewhat of a natural progression.

In general, the chapter is extremely practical and should be re-read when preparing the research design. It is divided into clear and helpful sections. There are 4 points highlighted in the research design consideration;

1. select an appropriate research design
2. Review the literature around the proposed study
3. Decide whether to use a theory, or consider the world view you will use
4. Develop good writing and ethical practices.

The chapter ends with a discussion of the criteria for selecting the research design and problem, noting that the researcher's personal experience and the target audiences of the research are significant considerations.

REFERENCE

Accessed at 9/13/2020. <https://www.pdfdrive.com/john-w-creswell-research-design-qualitative-quantitative-and-mixed-methods-approaches-d24960021.html>