



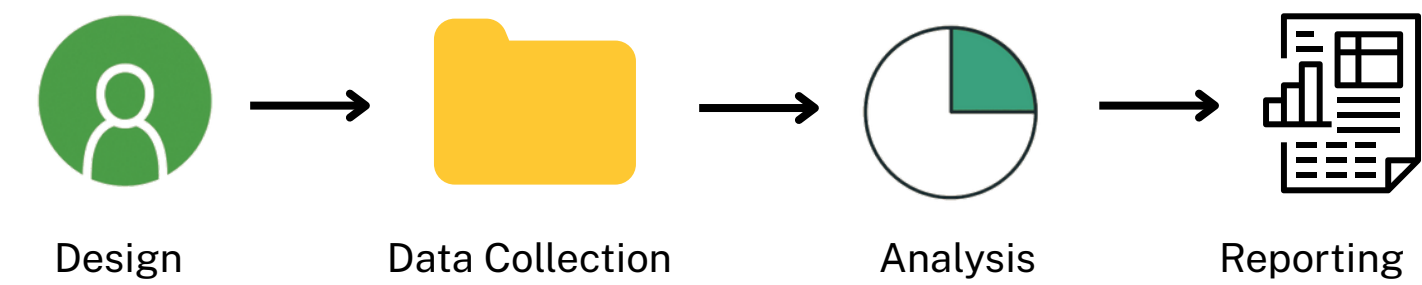
MULTIMODAL RESEARCH DESIGNS

APPROACH

Combining two or more methods and/or modalities of data collection and analysis in a single research study.

BENEFITS	BARRIERS	PLANNING
		
Explore research complex questions	Need to learn multiple methods/modalities	Start with your research question
Create richer interpretations	Require time and resources	Choose procedures and techniques
Work with diverse researchers and participants	Convincing gatekeepers of validity	Consider a creative design for visual and sensory appeal

STAGES

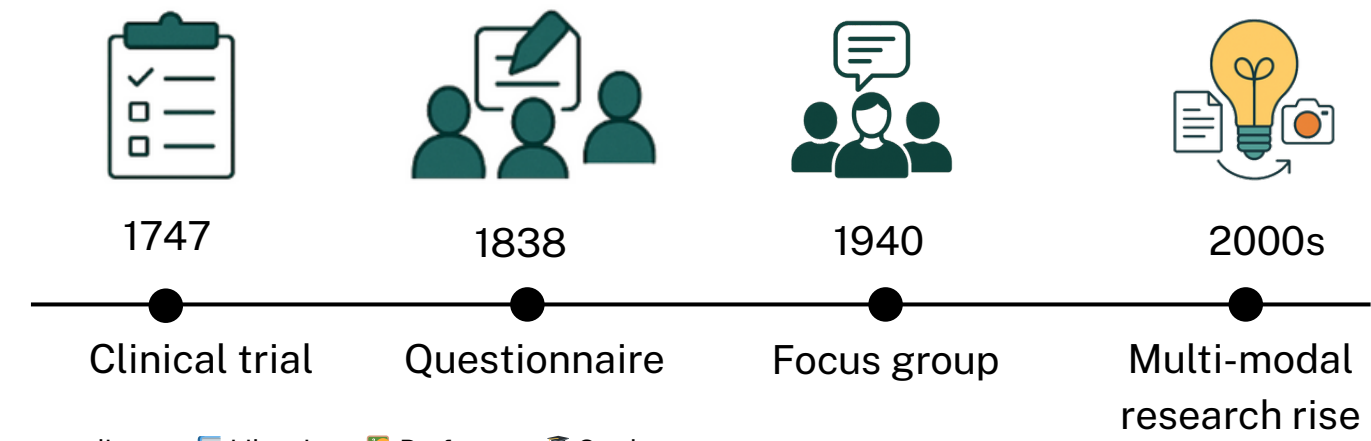


APPLICATIONS

-  Participatory action research
-  Community based studies
-  Digital Ethnography

Which of these approaches fits your research?

HISTORY OF CREATIVE METHODS



Target audiences:  Librarians,  Professors,  Students

References

Boté Vericad, Juan-José. 2023. «Integrating Mixed Methods to Analyse Information Behaviour in the Use of Educational Videos in Higher Education». Stiftung Universität Hildesheim. <https://doi.org/10.25528/141>.

Kara, Helen. 2015. «Creative Research Methods in the Social Sciences: A Practical Guide». Bristol: Policy Press. <https://bristoluniversitypressdigital.com/downloadpdf/display/book/9781447320258/front-1.pdf>

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GEDIS project context

This resource is part of the European project GEDIS (Gender Diversity in Information Science), which promotes open educational tools to tackle gender inequalities in higher education, with an emphasis on disciplines related to Information and Library Science.

GEDIS - Gender Diversity in Information Science: Challenges in Higher Education. <https://ub.edu/gedis>

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