

# INTRODUCTION TO MIXED METHODS ANALYSIS

**MARIA LARICHEVA and AMIR MICHALOVICH**  
GRADUATE ACADEMIC ASSISTANTS

UBC Library Research Commons



April 11, 2022



# LAND ACKNOWLEDGMENT



UBC Library Research Commons



# CONTENT

- **SETTING THE STAGE: PRESENTERS, DEFINITIONS**
- **MIXED METHODS DESIGNS: TYPOLOGY**
- **MIXED METHODS DESIGNS: DIY!**
- **QUESTIONS & REFLECTIONS**

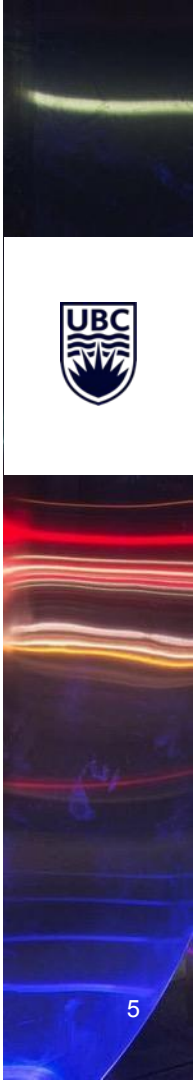


# WHO ARE WE + WHAT TO EXPECT

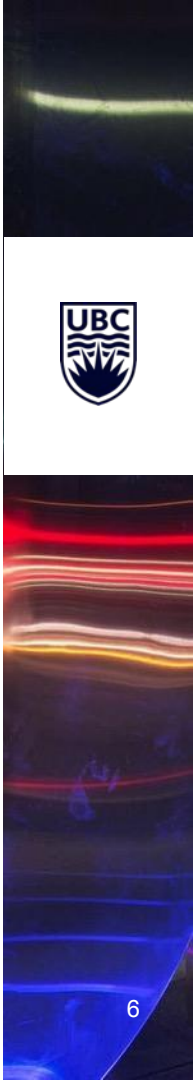
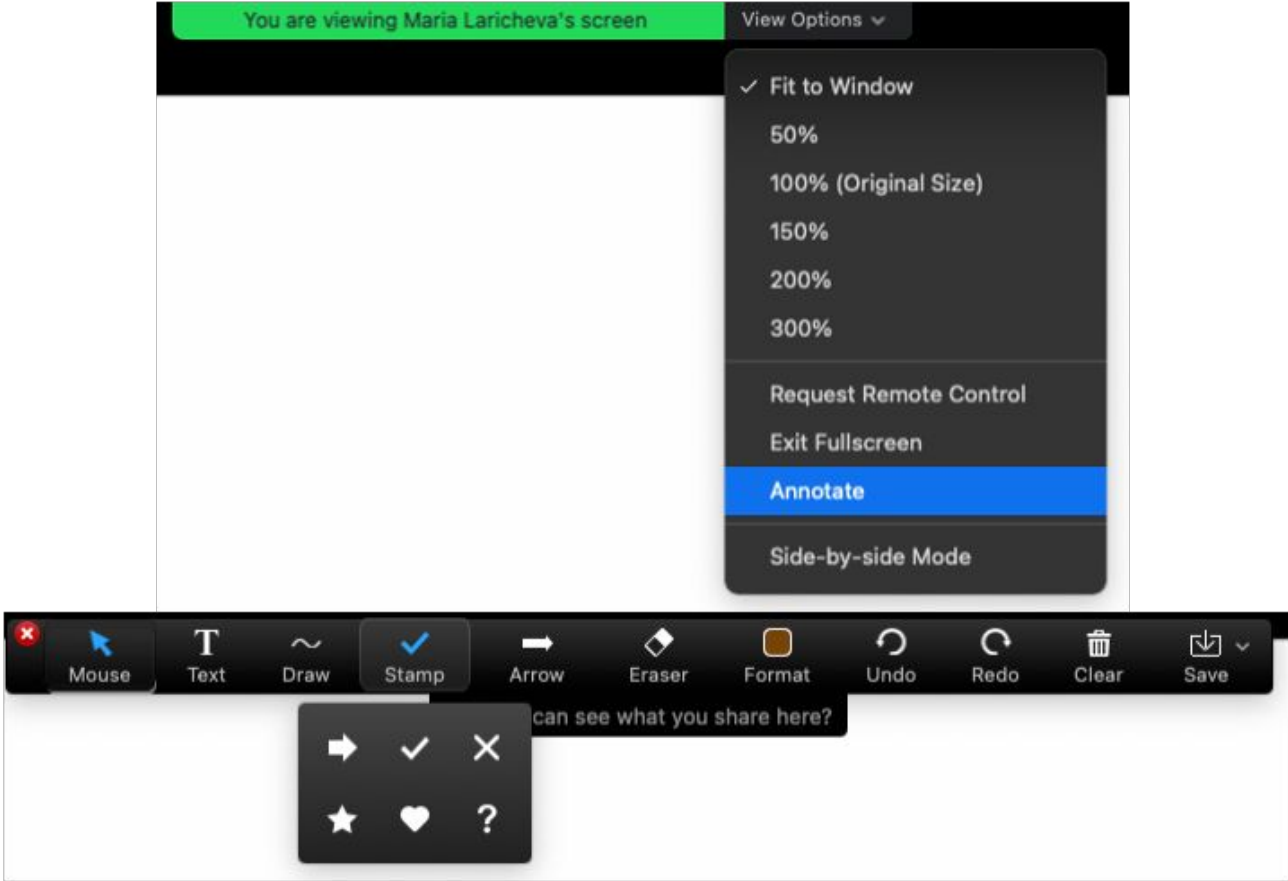
UBC Library Research Commons



# Participation in Zoom: Reactions



# Participation in Zoom: Annotations



# Quantitative vs Qualitative Research



**QUALITATIVE**

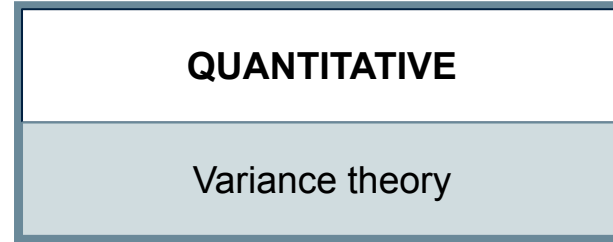
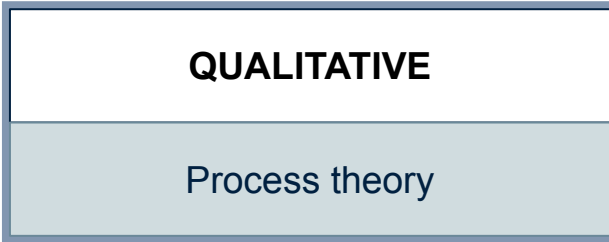


**put annotations below**

**QUANTITATIVE**



# Quantitative vs Qualitative Research



[\(Maxwell, 2010, p. 477\)](#)





# Quantitative vs Qualitative Research



[Bryman \(2008\)](#): Qualitative and quantitative research differ in their paradigmatic approaches with respect to their **epistemological** (ways of knowing and enquiry in nature of reality) and **ontological** (what is to be known and assumptions about the nature of reality) foundations

## Differences Are Not Fixed

QUALITATIVE
unstructured data
smaller number of observations
non-statistical analysis
subjectivity as an asset

QUANTITATIVE
structured data
larger number of observations
statistical analysis
focus on objectivity



# Can different paradigms co-exist?



“[the sociologist, Andrew] Abbott argued, on the basis of numerous examples from a range of the social sciences, that philosophical positions, **rather being unified sets of premises that strongly shape the practices** of particular communities of scholars, **function instead as heuristics**, conceptual and practical resources that are used to solve specific problems in theory and research [...] ‘To do that, sometimes we need to invoke constructivism... Sometimes we need a little realism’ [Abbott, 2004, p. 191]”

[\(Maxwell, 2012\)](#)





## Mixed methods research may look like this:

**QUALITATIVE**

non-statistical analysis

subjectivity as an asset

**QUANTITATIVE**

structured data

larger number of observations

statistical analysis



# Mixed methods: Definition



“In mixed methods, the researcher:

- **Collects and analyzes** both qualitative and quantitative data rigorously in response to research questions and hypotheses,
- **integrates (or mixes or combines)** the two forms of data and their results,
- **organizes these procedures** into specific research designs that provide the logic and procedures for conducting the study, and
- **frames these procedures** within theory and philosophy.”

[\(Creswell & Clark, 2018, p. 42 - PDF\)](#)



# MIXED METHODS DESIGNS: TYPOLOGY?



I don't believe that typologies of design are useful as a starting point for designing a study [...] **The proper starting point (insofar as there is one) is the researcher's goals and research questions**; what approaches and methods are appropriate for addressing these has **little to do with typologies, and everything to do with what sorts of data you will need** to answer these questions. The "type" of study that emerges from this process is an outcome of these decisions, rather than the starting point in making them.

[\(Maxwell, 2018, p. 323-324\)](#)



# MIXED METHODS DESIGNS: TYPOLOGY



- Exploratory sequential design



- Explanatory sequential design



- Convergent design



[\(Creswell & Clark, 2018\)](#)



# MIXED METHODS DESIGNS: TYPOLOGY



- Exploratory sequential design



- (1) **Qualitative:** Interview study (N=15) to explore the needs, challenges, and practices of graduate students using data analysis software. The study maps the qualities/dimensions of those issues.
- (2) **Quantitative:** Survey study (N=221). A survey is designed **based on the findings of the qualitative study** to assess the generalizability of the findings to a population.



# MIXED METHODS DESIGNS: TYPOLOGY



- Explanatory sequential design



- (1) **Quantitative:** Randomized controlled experiment (N=707) to examine the role of perceived video quality and user YouTube experience in credibility assessment (perceived credibility) of online science news videos. Findings determine that perceived credibility is positively associated with perceived quality and users' YouTube experience.
- (2) **Qualitative:** **Based on the findings of the quantitative study**, a qualitative study (focus groups) is conducted to determine why more experienced YouTube users tend to assign higher perceived credibility to science news videos, as well as why perceived video quality is associated with perceived credibility.





# MIXED METHODS DESIGNS: TYPOLOGY



- Convergent design



- (1) **Quantitative**: Survey (closed-ended questions) to examine high school students' attitudes toward tobacco use (using a validated scale).
- (2) **Qualitative**: Survey (open-ended questions) to examine high school students' attitudes toward tobacco use (students are asked to share openly about their attitudes toward tobacco use).

[\(Creswell & Clark, 2018\)](#)





# MIXED METHODS DESIGNS: DIY!



# CANADA HOUSING AFFORDABILITY: CASE 1



Housing affordability is known to be a major issue in Canada in recent years. The study examines Canadians' conceptions of the housing market and where they see it headed in the future.



# What mixed methods design would best fit?



What type of mixed method design would be most appropriate to address the following questions in order?

1. What are Canadians' conceptions of housing affordability in Canada?
2. Additional RQs TBD based on findings pertaining to the RQ above.
  - **Explanatory sequential** design?
  - **Exploratory sequential** design?
  - **Convergent** design?



# What mixed methods design would best fit?



What type of mixed method design would be most appropriate to address the following questions in order?

1. What are Canadians' conceptions of housing affordability in Canada?
2. Additional RQs TBD based on findings pertaining to the RQ above.

- **Explanatory sequential** design?

- **Exploratory sequential** design?

- **Convergent** design?



# What are Canadians' conceptions of housing affordability in Canada?



What would be an appropriate qualitative methodology to address the first RQ?

Grounded theory?

Conversation analysis?

Narrative analysis?



# What are Canadians' conceptions of housing affordability in Canada?



What would be an appropriate qualitative methodology to address the first RQ?

Grounded theory?

Conversation analysis?

Narrative analysis?

A systematic methodology that has been largely applied to qualitative research conducted by social scientists. The methodology involves the construction of hypotheses and theories through the collecting and analysis of data. Grounded theory involves the application of inductive reasoning.  
(Wikipedia)



# What are Canadians' conceptions of housing affordability in Canada?



What would be an appropriate qualitative methodology to address the first RQ?

**Grounded theory?**

A systematic methodology that has been largely applied to qualitative research conducted by social scientists. The methodology involves the construction of hypotheses and theories through the collecting and analysis of data. Grounded theory involves the application of inductive reasoning. (Wikipedia)

**Conversation analysis?**

an approach to the study of social interaction, embracing both verbal and non-verbal conduct, in situations of everyday life. CA began with a focus on casual conversation, but its methods were subsequently adapted to also include more task- and institution-centered non-verbal interactions (Wikipedia)

**Narrative analysis?**





# What are Canadians' conceptions of housing affordability in Canada?



What would be an appropriate qualitative methodology to address the first RQ?

**Grounded theory?**

A systematic methodology that has been largely applied to qualitative research conducted by social scientists. The methodology involves the construction of hypotheses and theories through the collecting and analysis of data. Grounded theory involves the application of inductive reasoning. (Wikipedia)

**Conversation analysis?**

an approach to the study of social interaction, embracing both verbal and non-verbal conduct, in situations of everyday life. CA began with a focus on casual conversation, but its methods were subsequently adapted to also include more task- and institution-centered non-verbal interactions (Wikipedia)

**Narrative analysis?**

researchers interpret stories that are told within the context of research and/or are shared in everyday life. Scholars focus on elements such as: how the story is structured, what functions the story serves, what is the substance of the story, and how the story is performed. (Allen, 2017)



# What qualitative method would best fit?



What would be an appropriate qualitative methodology to address the first RQ?

1. What are Canadians' conceptions of housing affordability in Canada?

- **Grounded theory?**
- **Conversation analysis?**
- **Narrative analysis?**



# Based on the qualitative findings...



## Findings of the qualitative (grounded theory) study may have indicated the following:

- A major category – **Metaphors of market unsustainability.**
- Findings may have indicated that younger, recent immigrants with lower income are **more likely** to perceive the market as a bubble than older, long-timers with higher income.
- Based on the findings of this study, a quantitative research question has been developed:  
*Are younger, more recent immigrants who have lower income more likely to perceive the housing market as a bubble than older, higher-income long-timers?*



**Are younger, more recent immigrants who have lower income more likely to perceive the housing market as a bubble than older, higher-income long-timers?**



**Exploratory factor analysis**

**Multiple regression**

**Analysis of variance (One-way ANOVA)**



# Are younger, more recent immigrants who have lower income more likely to perceive the housing market as a bubble than older, higher-income long-timers?



## Exploratory factor analysis

## Multiple regression

## Analysis of variance (One-way ANOVA)

Exploratory factor analysis (EFA) is a method of theory generation that exploits an important principle of scientific inference known as the principle of the common cause. EFA is generally used to discover the internal structure of a large set of measured variables.



# Are younger, more recent immigrants who have lower income more likely to perceive the housing market as a bubble than older, higher-income long-timers?



## Exploratory factor analysis

Exploratory factor analysis (EFA) is a method of theory generation that exploits an important principle of scientific inference known as the principle of the common cause. EFA is generally used to discover the internal structure of a large set of measured variables.

## Multiple regression

Multiple regression analyzes the relationship between a single dependent variable and several independent variables. The main objective is to use the independent variables whose values are known to predict the single unknown dependent value

## Analysis of variance (One-way ANOVA)



# Are younger, more recent immigrants who have lower income more likely to perceive the housing market as a bubble than older, higher-income long-timers?



## Exploratory factor analysis

Exploratory factor analysis (EFA) is a method of theory generation that exploits an important principle of scientific inference known as the principle of the common cause. EFA is generally used to discover the internal structure of a large set of measured variables.

## Multiple regression

Multiple regression analyzes the relationship between a single dependent variable and several independent variables. The main objective is to use the independent variables whose values are known to predict the single unknown dependent value

## Analysis of variance (One-way ANOVA)

One-way ANOVA separates observed variance in the data into different components to determine whether there are statistically significant differences between the means of three or more independent groups. One-way ANOVA involves only one independent variable and a continuous outcome



## Now, to the quantitative study:



### What would be an appropriate quantitative methodology to address the following RQ?

What about the data? Since this RQ proceeds from the previous findings, we are not limited by a specific dataset. However, one can imagine that some sort of public opinion dataset may be used here (e.g., [the Canadian Housing Survey](#) or the [Canadian Survey of Consumer Expectations](#))

- **Exploratory factor analysis**
- **Multiple regression**
- **Analysis of variance (One-way ANOVA)**



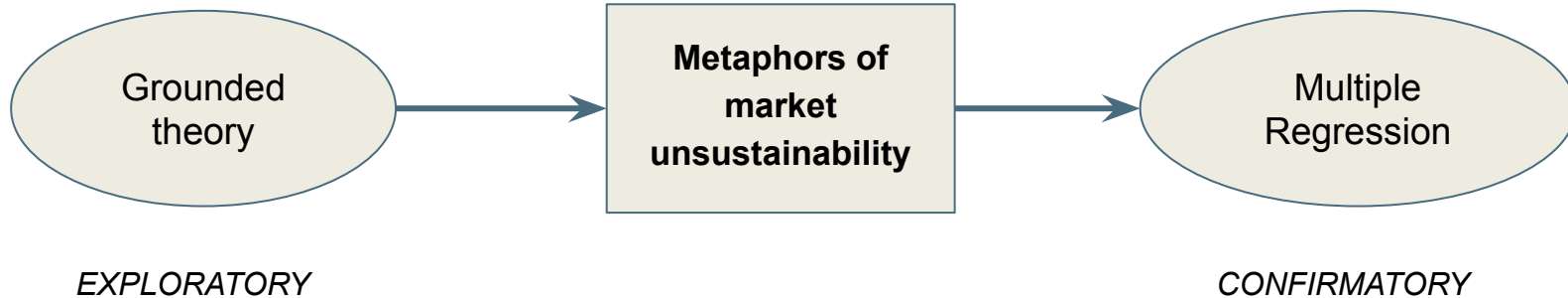


# Summary



*What are Canadians' conceptions of housing affordability in Canada?*

*Are younger, more recent immigrants who have lower income more likely to perceive the housing market as a bubble than older, higher-income long-timers?*



# CANADA HOUSING AFFORDABILITY: CASE 1

## Exploratory sequential mixed methods design



The first, exploratory, qualitative study helped us map and theorize about Canadians' conceptions of housing affordability, and the second, quantitative phase, examined whether some of the results of the qualitative phase could be generalized to a population.



## HOUSING AFFORDABILITY: CASE 2



The housing market is highly influenced by investors who buy property in order to sell it again after some time for a higher price and/or to generate income via rent. To understand how these practices change the market and its perception, it may be useful to understand who is the typical investor and what is their reasoning for investing specifically in real estate



# What mixed methods design would best fit?



**What type of mixed method design would be most appropriate to address the following questions in order?**

1. Do older, high-income or long-timer Canadians buy more investment properties compared to younger, recently-immigrated, or low-income Canadians?
2. Why do Canadians from different backgrounds (e.g., age, immigration, income levels) buy investment properties?
  - **Explanatory sequential** design?
  - **Exploratory sequential** design?
  - **Convergent** design?



# What mixed methods design would best fit?



**What type of mixed method design would be most appropriate to address the following questions in order?**

1. Do older, high-income or long-timer Canadians buy more investment properties compared to younger, recently-immigrated, or low-income Canadians?
2. Why do Canadians from different backgrounds (e.g., age, immigration, income levels) buy investment properties?

- **Explanatory sequential** design?

- **Exploratory sequential** design?

- **Convergent** design?



**Do older, high-income or long-timer Canadians buy more investment properties compared to younger, recently-immigrated, or low-income Canadians?**



**Logistic Regression**

**Correlation Analysis  
(Pearson coefficient)**

**Analysis of variance  
(One-way ANOVA)**



# Do older, high-income or long-timer Canadians buy more investment properties compared to younger, recently-immigrated, or low-income Canadians?



## Logistic Regression

## Correlation Analysis (Pearson coefficient)

## Analysis of variance (One-way ANOVA)

Logistic Regression is an extension of the linear multiple regression model for classification problems. It is used when the dependent variable(target) is categorical. LR can help reveal the interrelationships between different variables and their impact on outcomes



# Do older, high-income or long-timer Canadians buy more investment properties compared to younger, recently-immigrated, or low-income Canadians?



## Logistic Regression

Logistic Regression is an extension of the linear multiple regression model for classification problems. It is used when the dependent variable(target) is categorical. LR can help reveal the interrelationships between different variables and their impact on outcomes

## Correlation Analysis (Pearson coefficient)

Pearson's coefficient (denoted by  $r$ ) describes the relationship between continuous variables and ranges from -1 to 1. Correlations may also be tested for statistical significance. Correlation analysis is a common tool for describing simple relationships without making a statement about cause and effect

## Analysis of variance (One-way ANOVA)





# Do older, high-income or long-timer Canadians buy more investment properties compared to younger, recently-immigrated, or low-income Canadians?



## Logistic Regression

Logistic Regression is an extension of the linear multiple regression model for classification problems. It is used when the dependent variable(target) is categorical. LR can help reveal the interrelationships between different variables and their impact on outcomes

## Correlation Analysis (Pearson coefficient)

Pearson's coefficient (denoted by  $r$ ) describes the relationship between continuous variables and ranges from -1 to 1. Correlations may also be tested for statistical significance. Correlation analysis is a common tool for describing simple relationships without making a statement about cause and effect

## Analysis of variance (One-way ANOVA)

One-way ANOVA separates observed variance in the data into different components to determine whether there are statistically significant differences between the means of three or more independent groups. One-way ANOVA involves only one independent variable and a continuous outcome



# What quantitative method would best fit?



## What would be an appropriate quantitative methodology to address the second RQ?

1. Do older, high-income or long-timer Canadians buy more investment properties compared to younger, recently-immigrated, or low-income Canadians?

- **Logistic Regression**
- **Correlation Analysis (Pearson coefficient)**
- **Analysis of variance (One-way ANOVA):**



# Quantitative findings



## Findings of the quantitative (logistic regression) study may have indicated the following:

All predictors were *statistically significant*, as well as an interaction between income and immigration status. We can now say with some degree of certainty that, on average,

- **Older** people tend to have **more** investment properties\*;
- At various levels of income, the relationship between immigration and the number of properties is different: e.g., among the lowest-income individuals, **non-immigrants** are **more likely** to own property\*, while among the highest-income group, **immigrants** are **more likely** to have a higher number of investment properties\*.

\* Note: when we interpret each predictor independently, we assume that all other predictors are kept equal



# Why do Canadian from different backgrounds (e.g., age, immigration, income levels) buy investment properties?

UBC Library Research Commons



What would be an appropriate qualitative methodology to address the second RQ?

Interpretive  
phenomenological analysis?

Thematic analysis?

Poetic  
inquiry/analysis?



# Why do Canadian from different backgrounds (e.g., age, immigration, income levels) buy investment properties?



What would be an appropriate qualitative methodology to address the second RQ?

**Interpretive  
phenomenological analysis?**

**Thematic analysis?**

**Poetic  
inquiry/analysis?**

an approach that it aims to offer insights into how a given person, in a given context, makes sense of a given phenomenon. Usually, these phenomena relate to experiences of some personal significance, such as a major life event, or the development of an important relationship.  
(Wikipedia)



# Why do Canadian from different backgrounds (e.g., age, immigration, income levels) buy investment properties?



What would be an appropriate qualitative methodology to address the second RQ?

**Interpretive  
phenomenological analysis?**

an approach that it aims to offer insights into how a given person, in a given context, makes sense of a given phenomenon. Usually, these phenomena relate to experiences of some personal significance, such as a major life event, or the development of an important relationship. (Wikipedia)

**Thematic analysis?**

focuses on examining themes or patterns of meaning. Can emphasize both rich description of the data set and theoretically informed interpretation of meaning. Goes beyond simply counting phrases or words in a text (as in content analysis) and explores explicit and implicit meanings within the data. (Wikipedia)

**Poetic  
inquiry/analysis?**



# Why do Canadian from different backgrounds (e.g., age, immigration, income levels) buy investment properties?



What would be an appropriate qualitative methodology to address the second RQ?

**Interpretive  
phenomenological analysis?**

an approach that it aims to offer insights into how a given person, in a given context, makes sense of a given phenomenon. Usually, these phenomena relate to experiences of some personal significance, such as a major life event, or the development of an important relationship. (Wikipedia)

**Thematic analysis?**

focuses on examining themes or patterns of meaning. Can emphasize both rich description of the data set and theoretically informed interpretation of meaning. Goes beyond simply counting phrases or words in a text (as in content analysis) and explores explicit and implicit meanings within the data. (Wikipedia)

**Poetic  
inquiry/analysis?**

creatively constructing data into expressive and artful representations. Allows the researcher to (re)organize and compose the data with poetic sensibilities ([Allen, 2017](#)). For example, researchers and/or participants create poems from qualitative data or the research ([Fernández-Giménez et al., 2019](#))



# What qualitative method would best fit?



## What would be an appropriate qualitative methodology to address the second RQ?

2. Why do Canadian from different backgrounds (e.g., age, immigration, income levels) buy investment properties?
  - **Interpretive phenomenological analysis?**
  - **Thematic analysis?**
  - **Poetic inquiry/analysis?**



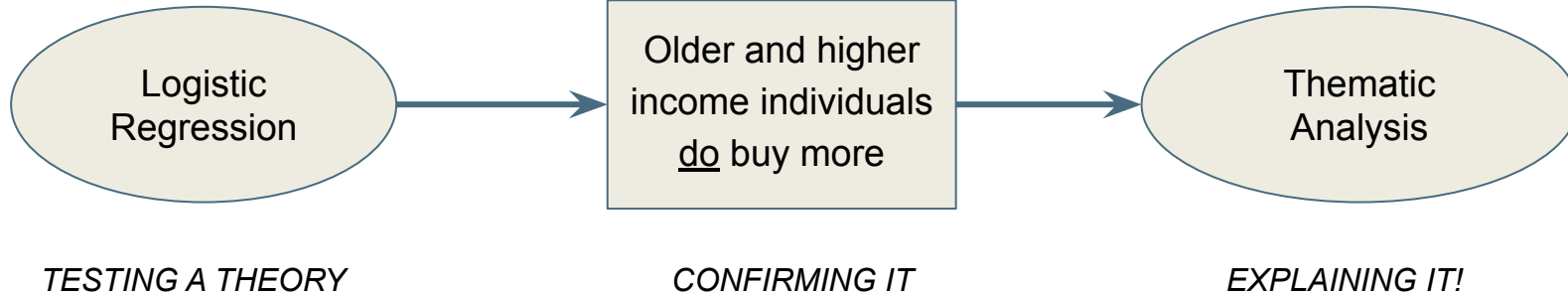


# Summary



*Do older, high-income or long-timer Canadians buy more investment properties compared to younger, recently-immigrated, or low-income Canadians?*

*Why do Canadian from different backgrounds (e.g., age, immigration, income levels) buy investment properties?*



# CANADA HOUSING AFFORDABILITY: CASE 2

## Explanatory sequential mixed methods design



The quantitative phase examined variance patterns and their generalizability to a population (specifically, whether older, high-income, long-timer Canadians buy more investment properties compared to younger, recently-immigrated, and low-income Canadians), and the qualitative phase attempted to explain these patterns in a follow-up study, exploring why Canadians from different backgrounds (e.g., age, immigration, income levels) buy investment properties. The results of the quantitative phase guided the framing of the focus group questions.



## HOUSING AFFORDABILITY: CASE 3



For the third case, we will look into differences between the asking and selling price of properties. In high-demand markets, there are more than one offer for most properties, and therefore buyers have to participate in blind auctions. The next study will investigate the magnitude of the gap between asking and selling prices and the process of offering the price.



# What mixed methods design would best fit?



**What type of mixed method design would be most appropriate to address the following questions?**

1. Is the gap between asking price and selling price larger among people who own fewer properties?
2. What kinds of power relations are embedded in how people talk about their offer price selection process?
  - **Explanatory sequential** design?
  - **Exploratory sequential** design?
  - **Convergent** design?



# What mixed methods design would best fit?



**What type of mixed method design would be most appropriate to address the following questions?**

1. Is the gap between asking price and selling price larger among people who own fewer properties?
2. What kinds of power relations are embedded in how people talk about their offer price selection process?
  - **Explanatory sequential** design?
  - **Exploratory sequential** design?
  - **Convergent** design?





**Is the gap between asking price and selling price larger among people who own fewer properties?**

**Stepwise regression**

**Analysis of variance  
(One-way ANOVA)**

**Correlation Analysis  
(Pearson coefficient)**





# Is the gap between asking price and selling price larger among people who own fewer properties?

## Stepwise regression

## Analysis of variance (One-way ANOVA)

## Correlation Analysis (Pearson coefficient)

Stepwise regression is the step-by-step iterative construction of a regression model that involves the selection of independent variables to be used in a final model. It involves adding or removing potential explanatory variables in succession and testing for statistical significance after each iteration





# Is the gap between asking price and selling price larger among people who own fewer properties?

## Stepwise regression

Stepwise regression is the step-by-step iterative construction of a regression model that involves the selection of independent variables to be used in a final model. It involves adding or removing potential explanatory variables in succession and testing for statistical significance after each iteration

## Analysis of variance (One-way ANOVA)

One-way ANOVA separates observed variance in the data into different components to determine whether there are statistically significant differences between the means of three or more independent groups. One-way ANOVA involves only one independent variable and a continuous outcome

## Correlation Analysis (Pearson coefficient)







# Is the gap between asking price and selling price larger among people who own fewer properties?

## Stepwise regression

Stepwise regression is the step-by-step iterative construction of a regression model that involves the selection of independent variables to be used in a final model. It involves adding or removing potential explanatory variables in succession and testing for statistical significance after each iteration

## Analysis of variance (One-way ANOVA)

One-way ANOVA separates observed variance in the data into different components to determine whether there are statistically significant differences between the means of three or more independent groups. One-way ANOVA involves only one independent variable and a continuous outcome

## Correlation Analysis (Pearson coefficient)

Pearson's coefficient (denoted by  $r$ ) describes the relationship between continuous variables and ranges from -1 to 1. Correlations may also be tested for statistical significance. Correlation analysis is a common tool for describing simple relationships without making a statement about cause and effect



# What qualitative method would best fit?



## What would be an appropriate quantitative methodology to address the first RQ?

1. Is the gap between asking price and selling price larger among people who own fewer properties?
  - **Stepwise regression**
  - **Analysis of variance (One-way ANOVA)**
  - **Correlation Analysis (Pearson coefficient)**



## Based on the quantitative findings...



**Findings of the quantitative (one-way ANOVA) study may have indicated the following:**

There is a significant difference in the gap between asking and selling price for individuals who own different number of properties.

However, for the analysis to be complete we also have to make post-hoc tests to determine between which groups that difference exists.

As an example, we may find that there is a significant difference between groups 0 and 1, or 0 and 2, but it is less likely that the difference is significant for groups 2 and 3.



# What kinds of power relations are embedded in how people talk about their offer price selection process?



What would be an appropriate qualitative methodology to address the second RQ?

Content analysis?

Discourse analysis?

Critical discourse analysis?



# What kinds of power relations are embedded in how people talk about their offer price selection process?



What would be an appropriate qualitative methodology to address the second RQ?

**Content analysis?**

**Discourse analysis?**

**Critical discourse analysis?**

the study of documents and communication artifacts, which might be texts of various formats, pictures, audio or video. Examines patterns in communication in a replicable and systematic manner. Analyses social phenomena is its non-invasive nature (Wikipedia)



# What kinds of power relations are embedded in how people talk about their offer price selection process?



What would be an appropriate qualitative methodology to address the second RQ?

**Content analysis?**

the study of documents and communication artifacts, which might be texts of various formats, pictures, audio or video. Examines patterns in communication in a replicable and systematic manner. Analyses social phenomena in its non-invasive nature (Wikipedia)

**Discourse analysis?**

analysis of written, vocal, or sign language use, or any significant semiotic event. Sometimes defined as the analysis of language 'beyond the sentence'. Considers the larger discourse context in order to understand how it affects the meaning of the sign (e.g., a sentence). (Wikipedia; Linguistics Society of America)

**Critical discourse analysis?**



# What kinds of power relations are embedded in how people talk about their offer price selection process?



What would be an appropriate qualitative methodology to address the second RQ?

## Content analysis?

the study of documents and communication artifacts, which might be texts of various formats, pictures, audio or video. Examines patterns in communication in a replicable and systematic manner. Analyses social phenomena in its non-invasive nature (Wikipedia)

## Discourse analysis?

analysis of written, vocal, or sign language use, or any significant semiotic event. Sometimes defined as the analysis of language 'beyond the sentence'. Considers the larger discourse context in order to understand how it affects the meaning of the sign (e.g., a sentence). (Wikipedia; Linguistics Society of America)

## Critical discourse analysis?

study of discourse that views language as a social practice. Investigates how societal power relations are established and reinforced through language use. Highlights issues of power asymmetries, manipulation, exploitation, and structural inequities in domains such as education, media, and politics. (Wikipedia)



# What qualitative method would best fit?



## What would be an appropriate qualitative methodology to address the second RQ?

2. What kinds of power relations are embedded in how people talk about their offer price selection process?
  - **Content analysis?**
  - **Discourse analysis?**
  - **Critical discourse analysis?**

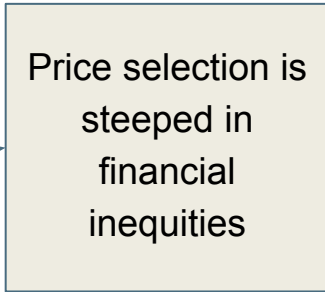
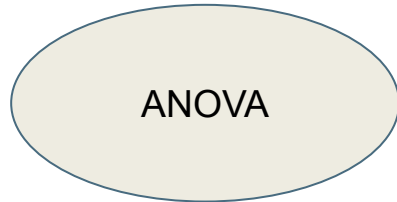




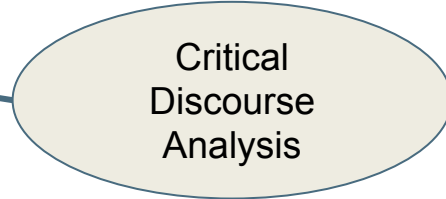
# Summary



*Is the gap between asking price and selling price larger among people who own fewer properties?*



*What kinds of power relations are embedded in how people talk about their offer price selection process?*



*EXPLORING FROM BOTH SIDES!*



# CANADA HOUSING AFFORDABILITY: CASE 3

## Explanatory sequential mixed methods design

We quantitatively examined whether the gap between asking price and selling price is larger among people who own fewer properties. The findings of this quantitative part of the study were complemented by the other, qualitative component, where we examined what power relations were embedded in how people talk about their offer price selection process. The results of these two components of our mixed methods study complement each other and create a rich image on the topic of gaps between asking and selling prices of properties in Canada, and the power differentials associated with those gaps.



# Reflections (What did you learn today?)

UBC Library Research Commons



# THANK YOU!



UBC Library Research Commons

