

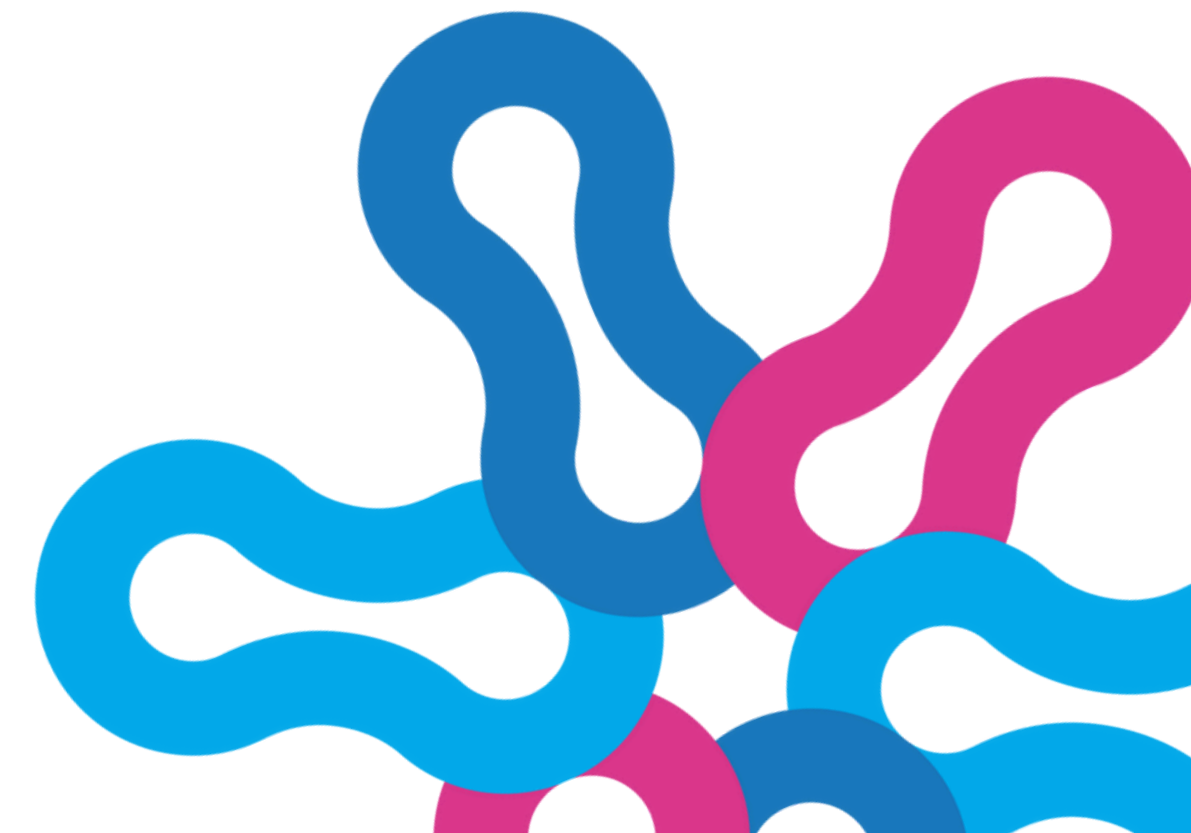
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# Understanding and Applying Mixed Methodologies in Evaluations

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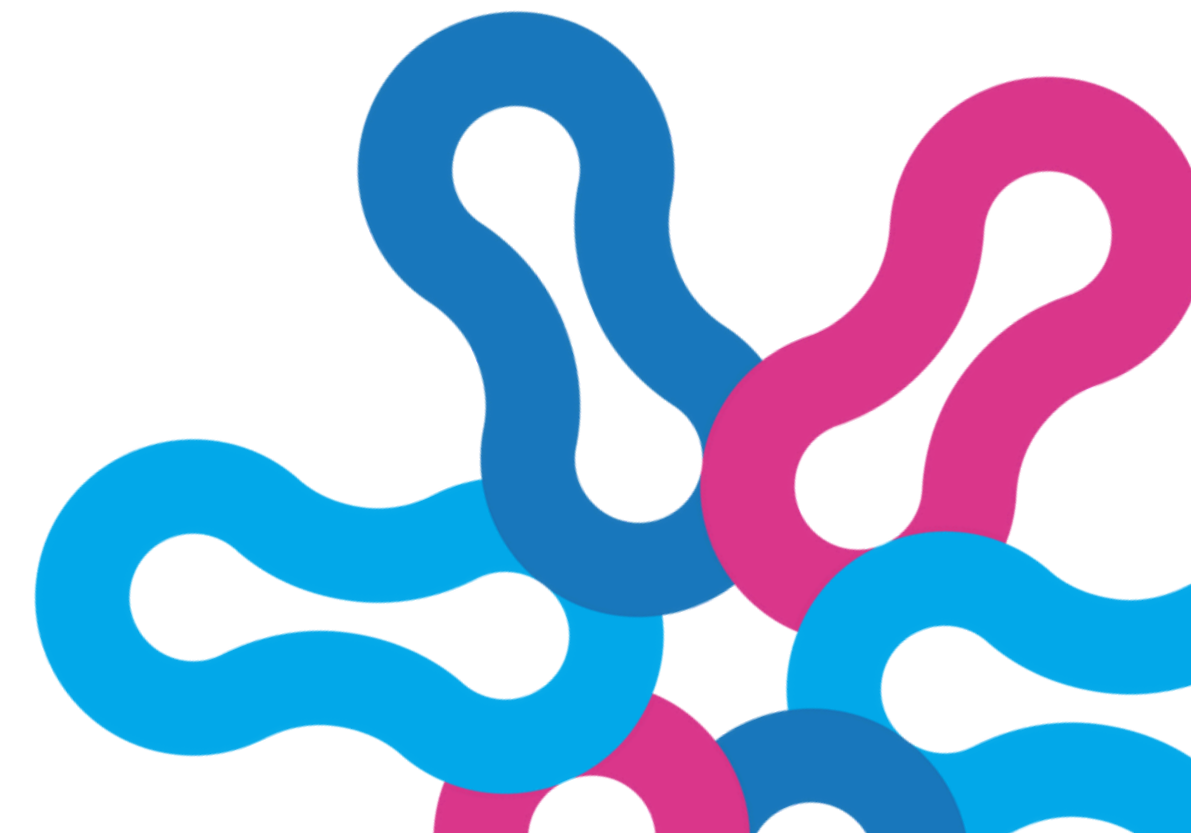
# Outline

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  - Sidra Bashir
- Mixed Methods Design
  - What?
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- Wrap up
- Questions



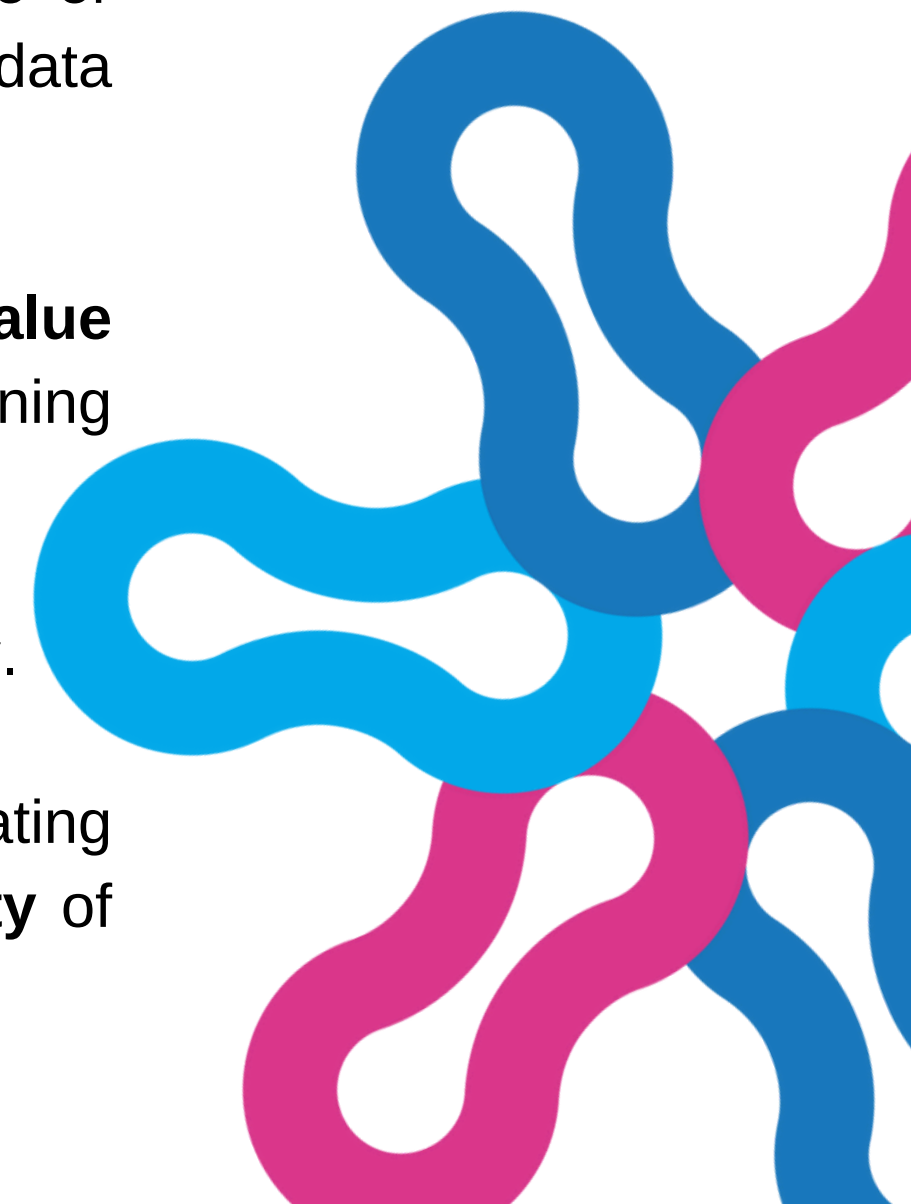
# What is Mixed Methods?

- Mixed methods research involves the collection, analysis, interpretation, and reporting of both qualitative and quantitative data within a single study.
- This approach integrates quantitative data with narrative insights to provide understanding of research hypothesis and vice versa.
- The combination allows researchers to leverage the strengths of both methodologies.



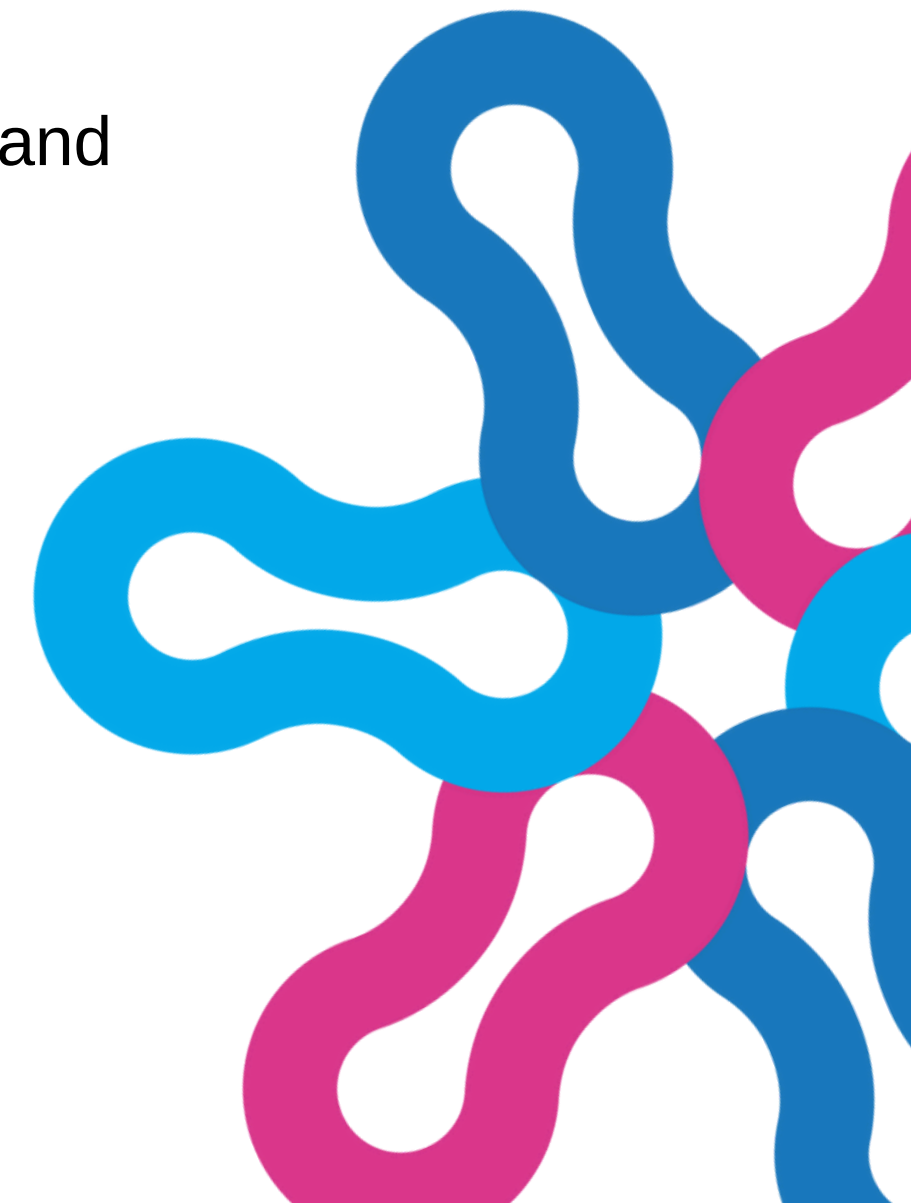
# Why Mixed Methods?

- The first rationale for employing a mixed-methods research (MMR) approach is the **expansion of the study scope**. This means an MMR approach allows researchers to widen their inquiry with extra depth and breadth to examine research questions.
- Mixing two methods may be superior to using a single method, as it is likely to **provide rich insights** into research phenomena that cannot be fully understood by using only qualitative or quantitative methods alone. A mixed-methods design can integrate and synergize multiple data sources, which assists in studying complex problems more effectively.
- Another motive for combining the two methods is the belief that **both kinds of research have value** and that they are complementary in some respects. Therefore, there is added value in combining them to create a more robust research framework.
- An MMR approach helps researchers **obtain more rigorous conclusions and generalizability**.
- **Data triangulation** in a mixed-methods study is generally accepted as a strategy for validating results obtained through individual methods, thereby **enhancing the credibility and reliability** of research findings.



# How to use Mixed Methods?

1. The first decision concerns the relative priority of the approaches. Priority refers to the relative importance of the qualitative and quantitative data for answering the research question.
2. The second decision emphasizes the level of interaction between the data sets. It refers to the extent to which qualitative and quantitative approaches are kept independent or interact with each other.
3. The third decision concerns the timing and sample size of the qualitative and quantitative approaches (conducted concurrently or sequentially).



# Types of Mixed Methods

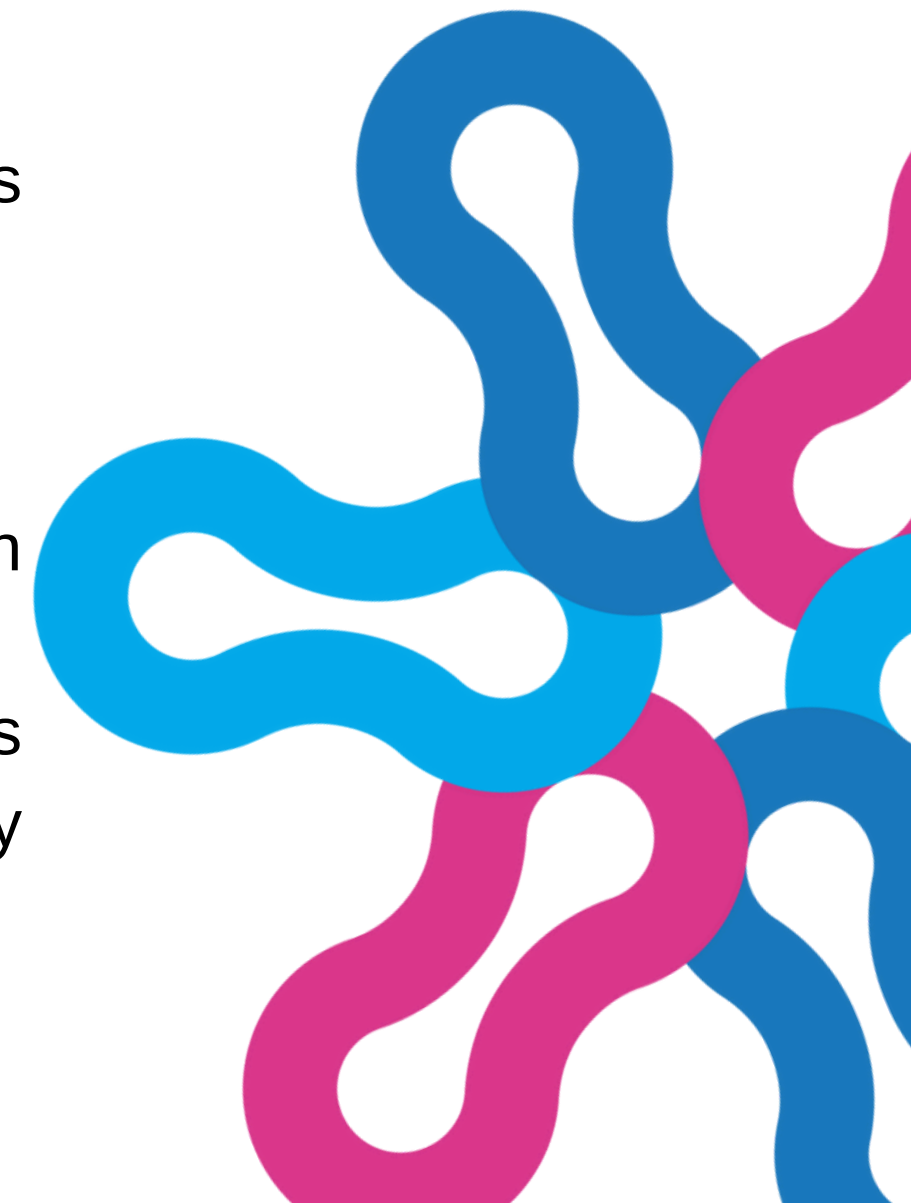
- **Convergent Parallel Mixed-Methods Design:** It is an approach in which two data sets are combined to get a complete picture of the issue being explored and to validate one set of findings with the other.
- **Explanatory Sequential Design:** This design occurs in two distinct interactive phases, beginning with the collection and analysis of quantitative data, followed by designing the second qualitative phase based on the quantitative findings to expand upon the initial results.
- **Exploratory Sequential Design:** In this design, qualitative data are first gathered and analyzed, and later quantitative data are collected and tested to build upon the initial qualitative insights.



# Leveraging Pakistan's Social Protection Programmes for Adolescent Girls' Nutrition (SOPRAN)

## Convergent Parallel Mixed-Methods Design

- **Methodology:** Before and After Study Design
- **Quantitative Data Collection:** Survey with adolescent girls at Baseline, Midline & Endline
- **Quant Method:** Multi level modeling and Structural equation modeling
- **Qualitative Data Collection:** FGDs with parents, teachers, lady health workers and KIIs with government stakeholders, Mill owners and community leaders
- **Objectives:**
  - Test the impact of adolescent girls as catalysts for change to promote healthier nutrition practices among their peers, within their families and across communities
  - Assess the change in knowledge, attitudes, and practices (KAP) among adolescent girls following the roll-out of the Social and Behaviour Change (SBC) and community engagement strategies



# AI Based Ultrasound Study

## Convergent Parallel Mixed-Methods Design

- **Methodology:** Stepped Wedge Design
- **Quantitative Data Collection:** Surveys with various group of beneficiaries
- **Qualitative Data Collection:** FGDs with pregnant women and community members and KIIs with operators such as doctors and community mid wives
- **Objectives:**
  - Monitor the uptake of services by health providers and pregnant women, identification of pregnancy risks, follow-up actions, and its impact on participation in government led Mamta programme



# Stepped wedge design approach

1. The 4 selected districts will be randomly divided into two groups. Treatment Arm A will get intervention after Baseline comprising of 2 Districts whereas Treatment Arm B will get intervention after Midline comprising of 2 districts.
2. Our stepped-wedge design will employ an open cohort approach. The intervention will be rolled out in three phases, with the first group of districts receiving the intervention initially, followed by the second group.

Figure 2: Stepped wedge design for the project

Treatment Arms	District	Time 1		Time 2		Time 3
		Baseline Data Collection		Midline Data Collection		Endline Data Collection
A	District 1	0	Intervention	X	Intervention (Continued)	X
	District 2	0		X		X
B	District 3	0	No Intervention	0	Intervention	X
	District 4	0		0		X

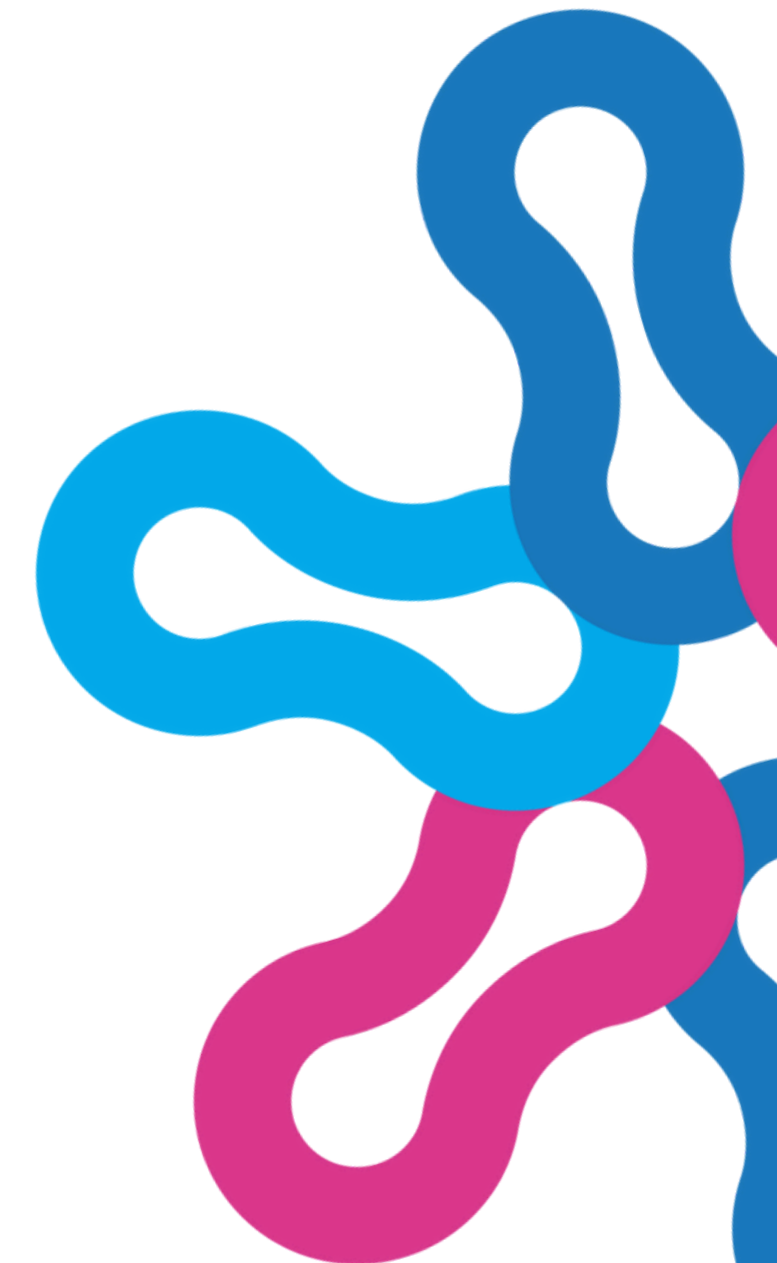
# The National Institute of Excellence in Teacher Education (NIETE)

## Explanatory Sequential Design

- **Methodology:** Quasi experimental study design (Control and Treatment groups)
- **Quantitative Data collection:** ASER Tests of students, Teacher surveys, Classroom Observations Using Video Recording Method
- **Qualitative Data collection:** KIIs with teachers, government entities, and the service provider

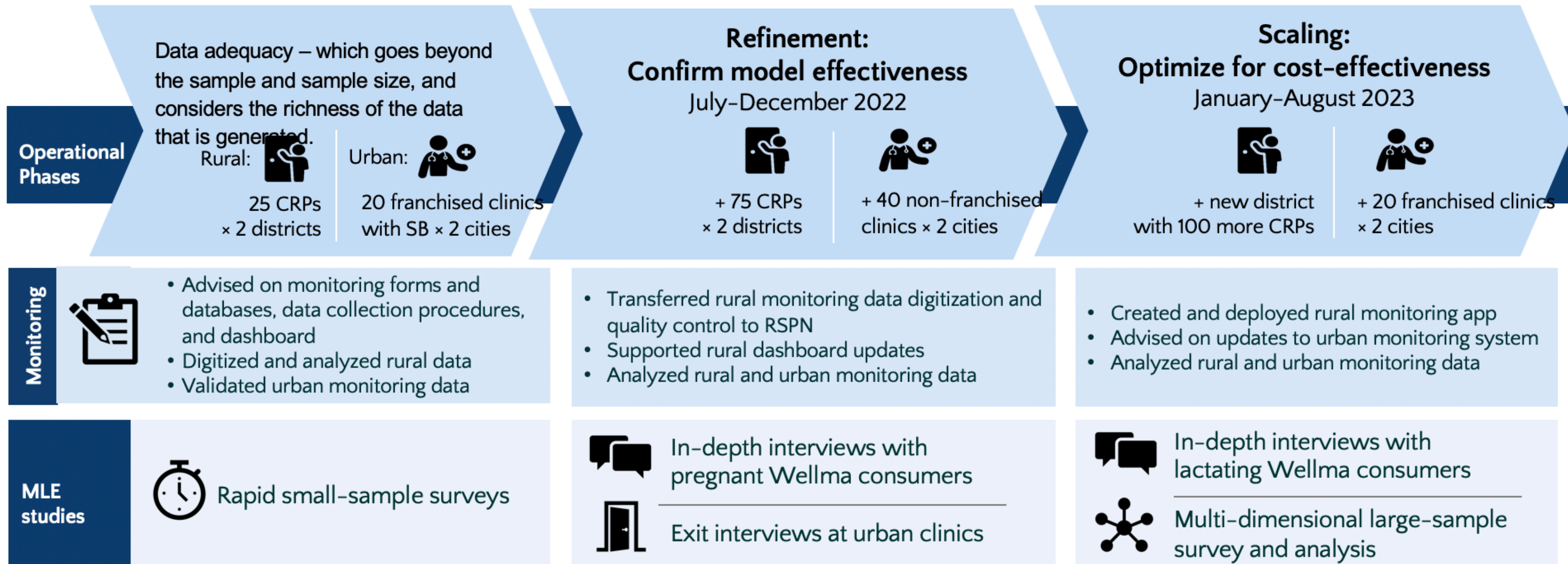
## Objectives:

- The National Institute of Excellence in Teacher Education (NIETE) program is designed to address the critical need for teacher training and development in Pakistan.
- The purpose of this evaluation is to assess the impact of Teacher Training and Scripted Pedagogy on Student Learning Outcomes in Primary schools



# Quantitative and qualitative MLE activities supported BEP (Wellma) market test

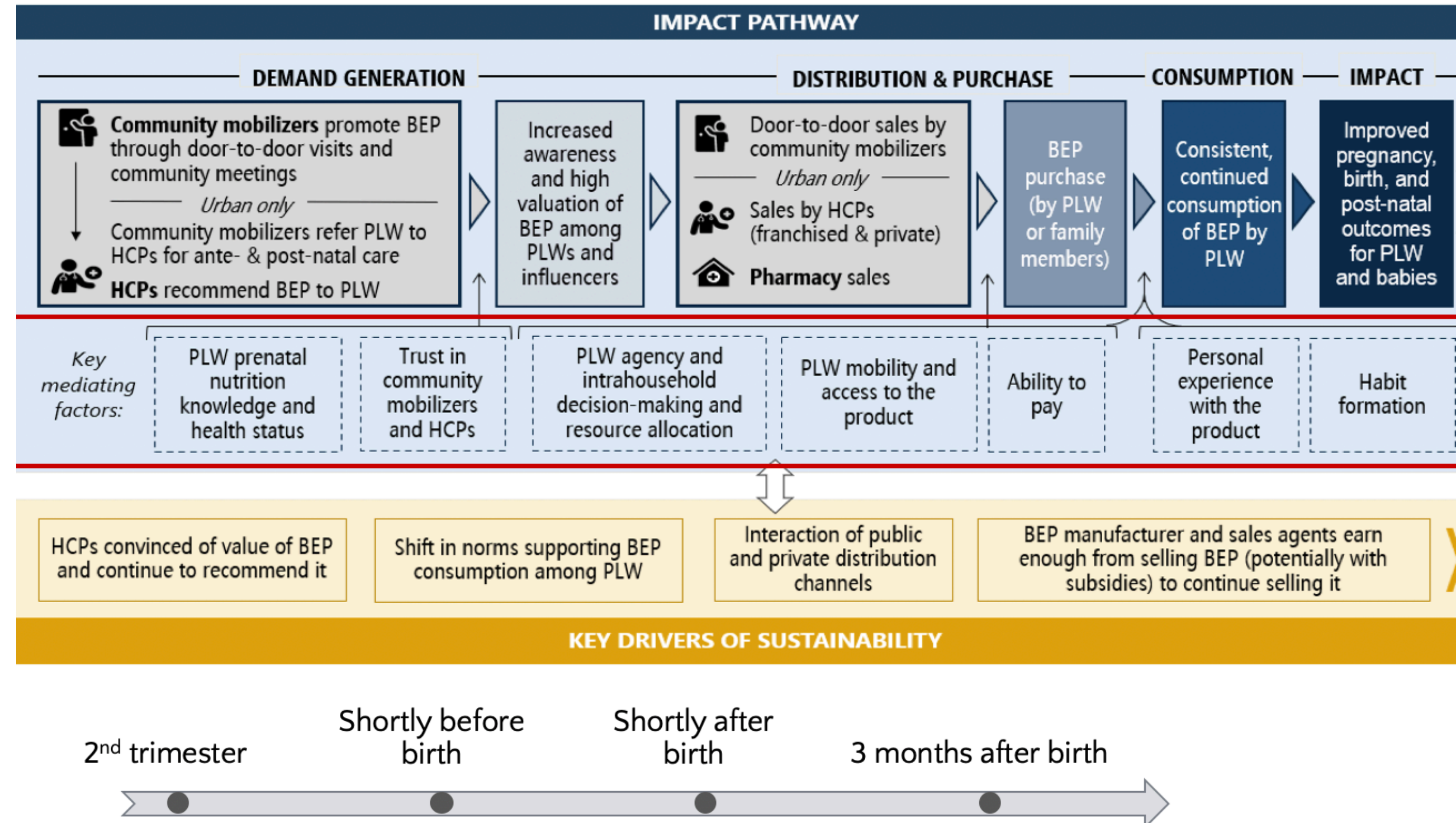
## Explanatory Sequential Design



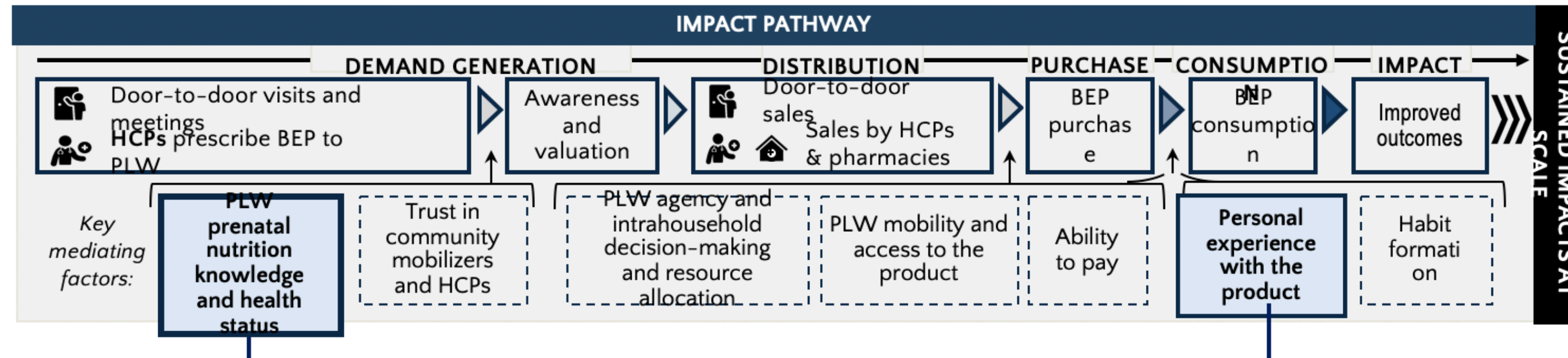
# Multi-round qualitative study (“cohort study”)

## Objectives

- Learn about the experiences of pregnant and lactating women (PLW) who use Wellma in urban and rural districts.
- Investigate factors associated with the adoption, continuation, and discontinuation of Wellma during pregnancy and lactation. Explore how the key mediating factors identified in the Wellma Impact Pathway influence consumption.
- Understand how factors influencing consumption of Wellma and experiences of Wellma change over time and at different stages of pregnancy and lactation.



## Key finding: Knowledge of Wellma and experience with the product motivates purchase



### Small-sample quant survey: PLW are knowledgeable about Wellma

- Most PLW could volunteer correct information about Wellma's benefits
- Over 75% of respondents knew that Wellma is recommended for all PLW
- 95% of PLWs noted improved energy or health as reason to continue using Wellma

### Qual cohort: PLW are motivated to improve nutrition to protect health, and attribute improved health to Wellma consumption

PW were motivated to improve their nutrition to protect their health and the health of their baby. Urban and rural PW understood the importance of a healthy diet during pregnancy. However, cost was a barrier to consuming a healthy diet for many. Most PW had experienced symptoms of poor health during pregnancy – especially in rural districts. Symptoms improved in the third trimester, which some PW attributed to use of Wellma.

PW experienced the benefits of Wellma shortly after beginning to use it. A majority of women reported that they felt active, energetic, and stronger after consuming Wellma. A few women in their second trimester said that Wellma helped with specific health issues, such as Leucorrhoea, headaches and backaches, and that it increased their appetite.

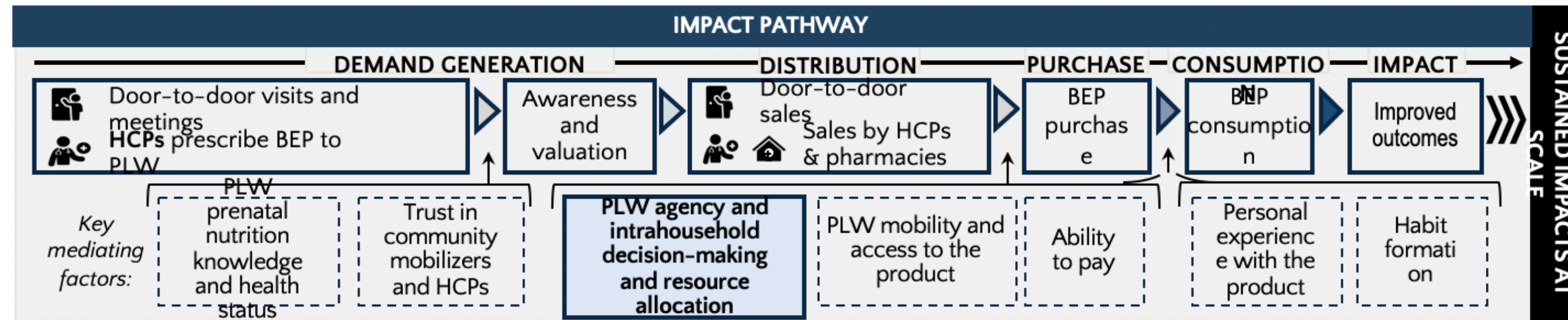
*"We should eat fruits, we should eat fresh vegetables and we should drink milk, we should eat ghee. We don't have money for these things, but we should eat. We are poor people who cannot buy it all."*

– Rural, 2nd trimester

*"I feel very good now. I felt weak in the first few months of pregnancy but now I feel alright...After two weeks of consuming it, I started feeling good. My health started improving. I used to feel dizzy earlier, but I don't feel like that anymore."*

– Urban, 2nd trimester

# Key finding: Rural PWs have less agency to make decisions about Wellma, but social network effects support consumption



## Small-sample quant survey: PLW decision-making agency tracks wealth

- Most PLW in poorer rural districts said they needed advice or permission from their husband and/or mother-in-law.
- Almost half of PLW in urban districts reported that they made the purchase decision independently.

*"I made the decision at first and then I briefed him about it because I was the one who has listened to the [SB] about it. After that, he said that you can try it and see." - Urban, 2nd trimester*

## Qual cohort: Household influencers and social networks promote Wellma

PW in both rural and urban areas valued Wellma highly. They and their family members were generally willing to invest in Wellma, even given limited resources. Some household members were also influenced by CRPs or by HCPs' recommendations.

The rural business model created a virtuous cycle in which awareness of Wellma contributed to uptake, which in turn fed back into positive community perceptions of the product. In rural districts, PW reported widespread use of Wellma in their communities and had recommended Wellma to other women in their families and communities. In contrast, PW in urban districts reported less information-sharing about Wellma in their communities.

## Large-sample quant survey:

- PLW in rural districts have less autonomy to purchase Wellma as compared to urban districts
- Rural PLW report at least half of their PLW network are purchasing Wellma, while in urban areas PLWs don't know as much about other PLWs' purchases
- Knowing more Wellma customers is positively correlated with monthly purchases

*"I discussed Wellma with my neighbors. Their daughters are also eating it. They also have the opinion that it is a good thing...." - Rural, 2nd trimester*

**Q/A**





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