

Mix Method Research - A New Era: A Brief Literature Review

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Mixed Methods Research (MMR) is transforming into an increasingly popular approach in research discipline in the field of sociology. MMR appeals for the combination of quantitative and qualitative research methods. Methodological multiplicity is a key feature of mixed methods research, which frequently results in research which provides broader perspectives than those offered by mono-method designs. Intention of this paper is to carry out a study and present a summary to provide broad guidelines for researchers on deciding appropriate design for their studies, as they need to be acquainted with various aspects of MMR to design high-quality mixed methods research. Researchers have reviewed published journal articles and other publications on the subject of “Mixed Method Research” specifically to facilitate this paper. Key areas discussed in this paper are defining what is a mixed method research, why a mixed method is needed, and few major areas like theoretical drive, design typologies, timing (simultaneity and dependency), point of integration and planned versus emergent design discussed. In doing so, researchers attempt to provide other researchers with a set of options to develop their own mixed method research (MMR).

Keywords: *Design Typologies, Mixed Method Research, Point on Integration, Research Design*

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