

**Pat Bazeley. (2018). *Integrating Analyses in Mixed Methods Research*. Sage. Paperback, 328 pages. (ISBN: 978-1-4129-6185-1)**

---

**Reviewed by Navida Bachan and Cheryl N. Poth**

“Effective integration doesn’t suddenly happen at the end of the project; it derives from a conversation that began as initial purposes and designs were being formulated, that then continued throughout the project” (p. 278). This quote illustrates the essential role of integration in mixed methods research and orients the reader to the practical approach advanced in the book for understanding the complex world from multiple viewpoints. The author, Pat Bazeley, defines integration as “the extent that different data elements and / or varied strategies for analysis of those elements are combined in such a way as to become interdependent (a two-way process) in reaching a common theoretical or research goal” (p. 10). *Integrating Analyses in Mixed Methods Research* is organized into three parts, containing a total of twelve chapters, and provides insights into the meaning of integration, strategies for integration, and suggestions for maximizing analyses.

The comprehensive discussion of foundational concepts surrounding integrated analyses is notable. The book focuses on integration approaches to data collection and analysis that lead to warranted assertions. A valuable aspect throughout the book is the author’s use of visual mapping, which provides the reader with a graphical way of understanding and appreciating the interconnected concepts. Additionally, the mapping is useful to the mixed methods researcher in order to apply their thinking about the various elements within the data and guide their identification of possible interactions during integration. Finally, visual mapping is also used to guide data representations to anticipate the nature and possible combination of the reported findings; this adds to the practicality of the book.

Three prominent and impactful elements utilized throughout the book are the use of examples, software illustrations, and accompanying resources such as the companion website and databases. Examples allow the reader to grasp the concepts by seeing their use in real-world scenarios. The software illustrations demonstrate how the integrative process is navigated using and benefiting from technology. Accompanying resources, such as the website, list many helpful items to expand the reader’s understanding of integrated analyses. For instance, in one of the videos, Bazeley explains the different ways in which integration of methods may occur in a project. The exemplar report provided on the website also offers a complete illustrative example of how integrated analyses are presented by topic. Furthermore, the databases shared allow the reader to review the analyses using a software that they are comfortable working with. Ultimately, each of these

**Corresponding author:** Navida Bachan, University of the West Indies, Port of Spain, Trinidad and Tobago; [bachan@ualberta.ca](mailto:bachan@ualberta.ca)

elements contributes different and deeper ways for readers to access and develop their knowledge about the integration of mixed methods analyses.

This book fills a necessary gap for guiding how one practically integrates data. Interestingly, this book appears to be a culmination of Bazeley's thinking and work over the past twenty years; for example, in 2016, Bazeley proposed that the "real challenge" of mixed methods research is integration, particularly during analysis and reporting. This book is therefore both timely in helping to address this challenge and optimal in helping to produce high-quality literature in the field.

Importantly, the three parts of this book guide the researcher to overcome the challenge of integration in mixed methods research. Part one seeks to lay a foundation for the reader's understanding and ability to identify the linkages in the data and analyses. The importance of planning for integrative analyses is highlighted by providing an adapted logic model that can be used to identify linkages and points of interface in a research project. Additionally, the various software packages that can be used for integrating analyses are described (e.g., Microsoft Word and Excel, MAXQDA, NVivo, Dedoose, and SPSS).

Part two of the book then outlines the various strategies for integrated analyses and therefore contains the majority of chapters—4 to 11. Chapter 4 discusses sequential integration and its use for methodological and developmental purposes as well as confirmation of findings. Chapter 5 highlights the uses and application of complementary analysis, such as triangulation. Chapter 6 examines the analysis of linked data and its additive, comparative, and relational purposes, as well as a range of demonstrated uses. Chapter 7 focuses on the integration of different approaches, namely counting (including "big data") and content analysis, and provides an overview of issues of reliability and the meanings ascribed to counts. Chapter 8 begins a two-part story on data transformation, specifically, qualitative data into quantitative / statistical variables. Chapter 9 ends the two-part story on data transformation with an exciting plot twist of transforming data in the other direction—quantitative into qualitative. Chapter 10 discusses integrated analyses related to inherently mixed strategies and hybrid strategies. Chapter 11 then concludes part two of the book by thoughtfully addressing the perceived challenges of dissonance and divergence that may result from integrated analyses, which are welcomed as areas for "further investigation and new thinking" (p. 275).

Part three elaborates on what might be thought of as peripheral to integrated analysis. Since mixed methods research allows for warranted assertions to be made, Bazeley helps mixed methods researchers by providing strategies (such as reflexive thinking) that may allow them to defend the quality and validity of their inferences and warranted assertions.

In conclusion, the book is successful in demonstrating how integrated analysis is needed to satisfy the purpose of a mixed methods study, to ensure coherence, and to answer the research questions. Indeed, *Integrating Analyses in Mixed Methods Research* is a must for any mixed methods researcher's bookshelf.

## REFERENCE

Bazeley, Pat. (2016). Mixed or merged? Integration as the real challenge for mixed methods. *Qualitative Research in Organizations and Management: An International Journal*, 11(3), 189-194. <https://doi.org/10.1108/QROM-04-2016-1373>