Mixed Methods Research, Community-Based Participatory Research and Qualitative Research (MMR/CBPR/QR) Approaches Core

https://www.uab.edu/cores/lrcp/mmr-cbpr-qr

Core Mission
The Core addresses the needs of investigators in using three popular and interrelated research approaches (MMR, CBPR, QR) to:
- Secure extramural funding
- Enhance scholarship
- Promote health equity
- Promote community-engaged research
- Develop applied knowledge and skills in these methodologies

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Partnership: SHP, SOM, SON

Services

Consulting
- Study conceptualization, design, and implementation
- CBPR principles and procedures
- Grant writing
- Abstract and manuscript preparation

Data Collection, Analysis, & Presentation
- Qualitative data collection protocols
- Qualitative and mixed methods data analysis
- Data visualization
- Analytical reports

Mixed Methods Research (MMR) – a pragmatic research approach that meaningfully integrates qualitative stakeholder engagement methods (e.g., interviews and focus groups) with quantitative outcome-oriented approaches (e.g., surveys and measurements) to gain more comprehensive solutions to complex research problems.

Community-Based Participatory Research (CBPR) – a collaborative research approach that equitably involves all partners (academia and community) in the research process and recognizes the unique strength that each brings into it.

Qualitative Research (QR) – a naturalistic research approach that aims at gaining deep understanding of the human experience and behavior through interpreting perspectives of a purposefully selected group of people collected via interviews, focus groups and naturalistic observations.