



CLASS Advanced Methods School



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Triangulation in Social Research: Mixing Quantitative and Qualitative Methods

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THURSDAY 16 JUNE 2022
15:00 - 16:15 am HKT
Conducted Online in English

Abstract: This session explores the use of multiple methods to investigate social problems. I argue that such an approach allows for the analyst to paint a more holistic picture of the complex phenomena of the social world under study. Beyond functioning as a validating strategy, mixed method research is a strategy for sound explanation, theory building, and deeper understanding. In making this case, I address both the benefits and challenges related to systematically combining and analyzing different types of data in unison. I engage these concerns with illustrative examples from existing research on women's movements and my own work on transnational LGBT rights movements in Europe. These examples demonstrate empirically how the use of multiple methods, data sources, and levels of analysis can shed light on often-neglected areas of social science research, such as the diffusion of norms across borders and the varied outcomes of socio-legal change across states.



[Phillip Ayoub](#) is professor in the Department of Political Science at University College London. His research bridges insights from international relations and comparative politics, engaging with literature on transnational politics, sexuality and gender, norm diffusion, and the study of social movements. He is the author of *When States Come Out: Europe's Sexual Minorities and the Politics of Visibility* (Cambridge University Press, 2016), and his articles have appeared in

the *American Political Science Review*, *Comparative Political Studies*, the *Journal of Ethnic and Migration Studies*, the *European Journal of International Relations*, the *European Journal of Political Research*, *Mobilization*, *Political Research Quarterly*, among others.

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