

# Alan Bryman

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ALAN BRYMAN University of Leicester ABSTRACT This article seeks to move beyond typologies of the ways in which quantitative and qualitative research are integrated to an examination of the ways that they are combined in practice

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### **Mixed methods research: how to combine quantitative and ...**

Alan Bryman Professor of Organisational & Social Research University of Leicester School of Management Consumer Behaviour in Tourism Symposium, December 2013 Bryman, A, Becker, S, and Sempik, J (2008) Quality criteria for quantitative, qualitative and mixed methods

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### **Journal of Mixed Methods Research In Memoriam: Alan ...**

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on leadership that were

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and the Disney parks (Bryman, 1995: 123; King, 1983) Further, we may well find that the McDonald's fast-food restaurants will be bearers of Disneyization, in much the same way that Disney theme parks are bear- ers of McDonaldization In the following account of Disneyization, four dimensions will be outlined

### **Tourist Studies**

83 The wild animal in late modernity The case of the Disneyization of zoos Alan Beardsworth and Alan Bryman Department of Social Sciences,Loughborough University

### **Journal of Mixed Methods Research**

Alan Bryman University of Leicester, United Kingdom This article is concerned with the possibility that the development of mixed methods research is being hindered by the tendency that has been observed by some researchers for quantita-tive and qualitative findings either not to be integrated or to be integrated to only a limited extent

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