DATA MINING USING RAPIDMINER FOR MIXED METHODS RESEARCH

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Abstract: Mixed methods research includes mixing qualitative and quantitative data, methods, methodologies, and/or paradigms in a research study or set of related studies. Mixed methods research enable to provide a more complete view, and use correct/adequate methods for the different phases of a research project which enables to achieve better and more complete results. However, typically the quantitative methods used in the context of mixed research methods are quite simple and based on descriptive, inferential statistics. This Tutorial/Workshop proposes the use of more advanced Data Mining methods in the context of mixed methods research supported by the use of a freeware, complete, user friendly and graphically oriented software package: Rapid Miner. The Tutorial will include an explanation of the concept and methods for data mining, followed by an explanation of the Rapid Miner software and concrete examples/exercises on its use.
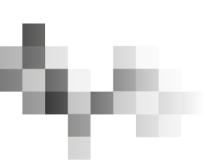
Palavras-Chave: Data Mining; Mixed Methods; Rapid Miner.

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