



Research Philosophy

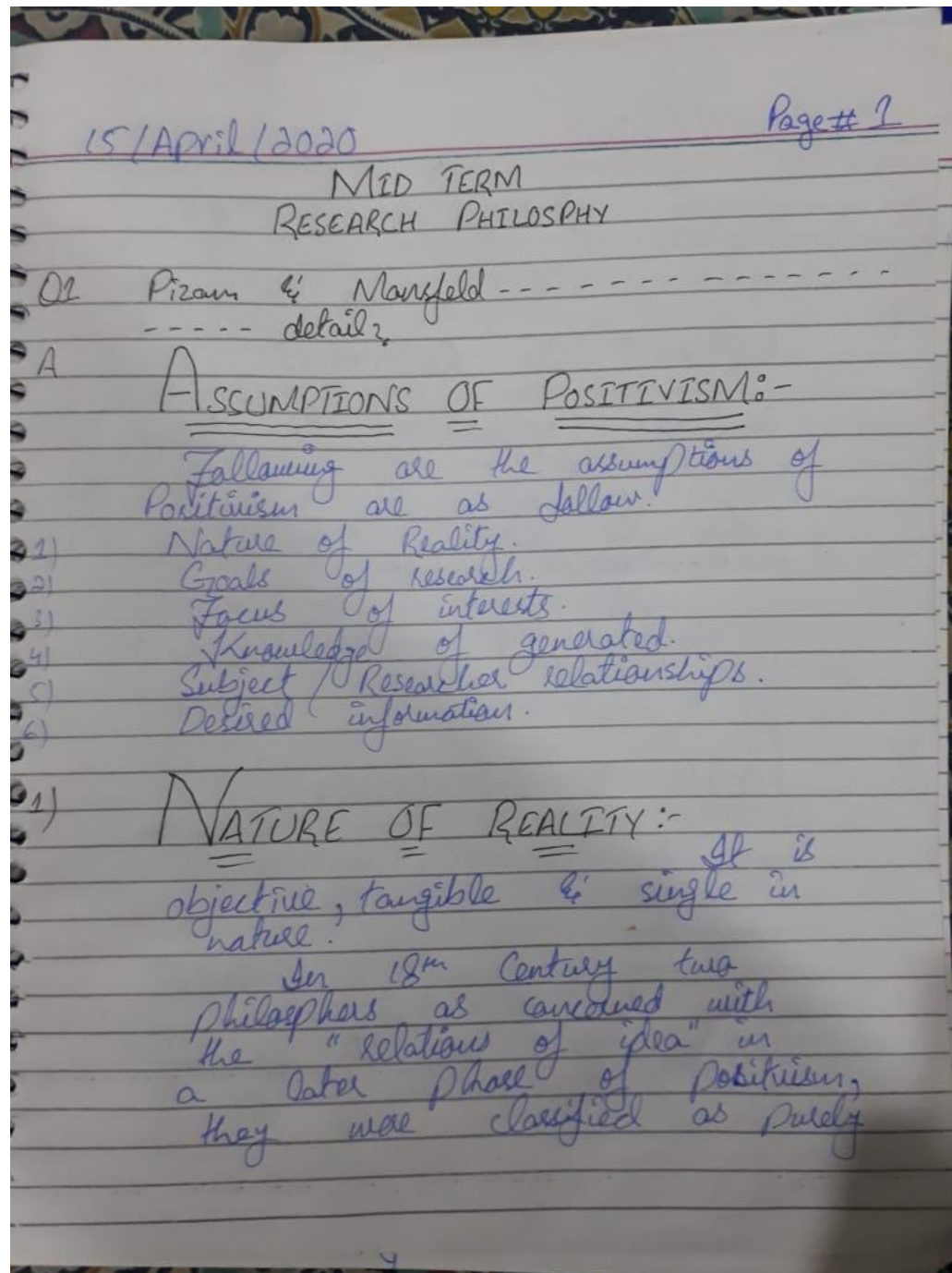
2ND: Semester

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social sciences due to the
nature of reality.

2) GOALS OF RESEARCH:-

includes Explanations & strong
Predictions.

Positivism is the name
for the scientific study of
the social world.

Its goal is to formulate
abstract & universal laws of
the social universe.

3) FOCUS OF INTERESTS:-

Focuses
on the general, average &
representative perceptions in
Positivism.

Here the focus of interests
means that when you choose to
conduct your research you just
select your topic in which

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you are interested & you become
to focus on your interest
related to research generally,
representatively & by averagely.

4)

KNOWLEDGE GENERATED:-

Positivism research depends upon ^{The}
the laws like Absolute time,
content & value free.

In this points, The Positivism
holds that valid knowledge is found
only in derived knowledge or by
exclusive source. It is
the science is to integrate &
Systematize finding into a meaning
full pattern or the theory
which is not the ultimate truth.

5)

RESEARCHER RELATIONSHIP:-

It
includes the Rigid Separations.
e.g. The relationship between
diffusion of innovation of mobile
applications & saturation of applications
in a country.

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6) DESIRED INFORMATION:-

How many people think to do a specific thing or have a specific problem.

Positivism is a way of thinking that seeks explanation of events that desired goals are achieved.

ASSUMPTIONS OF INTERPRETIVISM:-

2) NATURE OF REALITY:-

It is socially constructed & multiple in nature.

Interpretivism is of the opinion in which the human activities cannot be observed from some external reality. Reality is multi-layered & complex in nature.

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2)

GOAL OF RESEARCH:-

In this the researcher understands the nature of reality in interpretivism & predict the weakness of the research.

3)

FOCUS OF INTERESTS:-

What is specific, unique & relevant. Interpretivism integrates human interest into a study.

4)

KNOWLEDGE GENERATED:-

It depends on the meaningful research. Including Relative time, context, culture, value bound. & the knowledge claims about the social world.

5)

RESEARCHER RELATIONSHIP:-

In this

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the researcher interact in the society, cooperate with individuals & participate in any event regarding their research.

6)

DESIRED INFORMATION:-

Some researchers think different & do different because of achieving of the desired information. when the collection of the desired information they faces different problems & then taking out the solutions to deal with them.

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Q3 Please write in detail -----

A I have learned following experiences?
important points from
Research Philosophy.

1) TIME MANAGEMENT:-

* Related to Course:-

According to Course, I have learned that the time management is very important to conduct the Research. By Time management we summarize & categorized the data on time. & manage the research by many ways in different ways.

* Related to Job/Experience:-

Management is very important in our daily life. According to my Job, I am an accountant & store incharge in Pharmaceuticals firm. So, I have

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many responsibilities. that
how I manage my time to
maintain both accounts as
well as store (Inventory
management). So time management
is the key point in Research as
well as in Job / experiences.

2) **BLACK BOX:-**

* According to Course: It is the activity
regarding the Research. In simple
words, I have learnt the
Research gaps/loops. That the
Researcher didn't mark further on
the topic but there is much more
on the topic for further research.
To find different researches we
become to know that what type
of research needs further more
works.

* According to Job / Experiences:-

On
the basis of my experiences, in
our professional life there are
many Black Boxes / loops.

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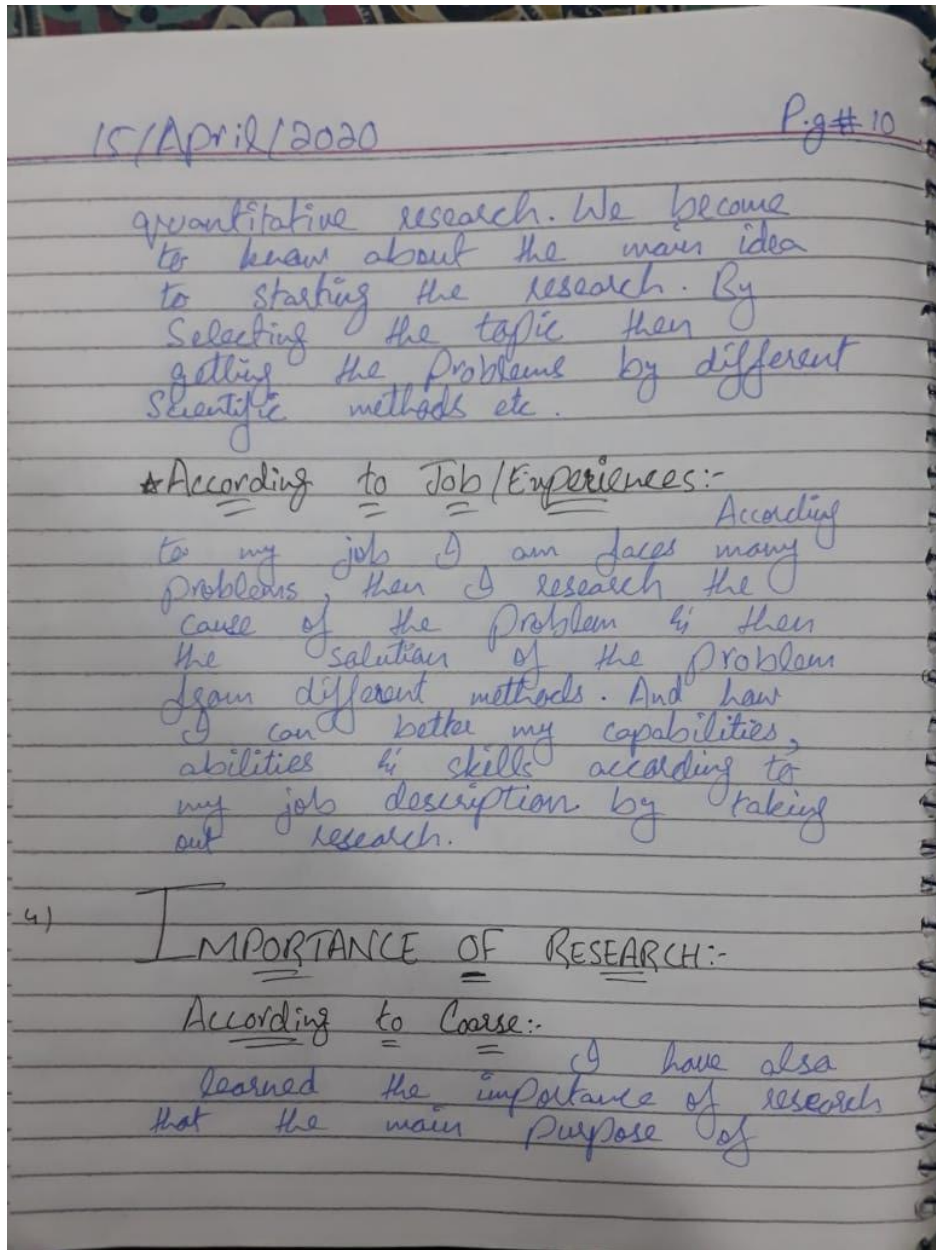
gaps according to our jobs
For example: I am doing
my studies as well as jobs
I can't manage my time
or not able to giving my
time to my education. So, I
can extend my education, so
this is called Black Box / Gap /
loop. Or having more experience
by extending my job according to
my field. Sometimes our field/
interest is different to our jobs
are different.

3)

RESEARCH CONCEPT:-

* According to Course:-

In my course, I learnt about the basics of research that how we conduct research by our interest or according to our field by using different methods either it is qualitative research or



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research is to prove a theory
or developing a knowledge in
a field or study.

According to Job/Experience:-

Research
is very important because in my
opinion on the basis of my experiences
because it gives me accurate vision
about my jobs problem occur
when, I am on my service. or
due to research, I can easily solved
my problems.

5)

RESEARCH PHILOSOPHY:-

According to Coarse:-

I learnt
different philosophies like positivism,
interpretivism, Realism, Epistemology
and so on. Due to these
philosophy now my mind is
much better cleared about the
research topics.

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ACCORDING TO JOB/Experience:-
Now when I will start my research according to my interest field, I can implement these philosophies on my job & I can easily choose one of them philosophies that which is suitable for me.

I have also learnt more important points like Research techniques, Future interest & its characteristics & so on.

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Q2 When we want to compare -----
----- detail.

A

POSITIVISM:-

It gives validity & objectives to a research. It is based on precise methods & can support a research with statistical & objectives data. It has lack of in-depths understanding of a content.

The theory that laws & their operations derive validity from the fact of authority or of deriving logically from existing decision rather than from any moral consideration.

INTERPRETIVISM:-

It gives you options, different points of view, & this is "healthy" for society. You can have access to different aspects of reality. Difficulty to identify right or wrong. Interpretivism also known as interpret, that involves researchers to

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interpret elements of the study,
thus interpretivism integrates
human interests into a study.
Accordingly, this philosophy emphasizes
qualitative analysis over quantitative
analysis.

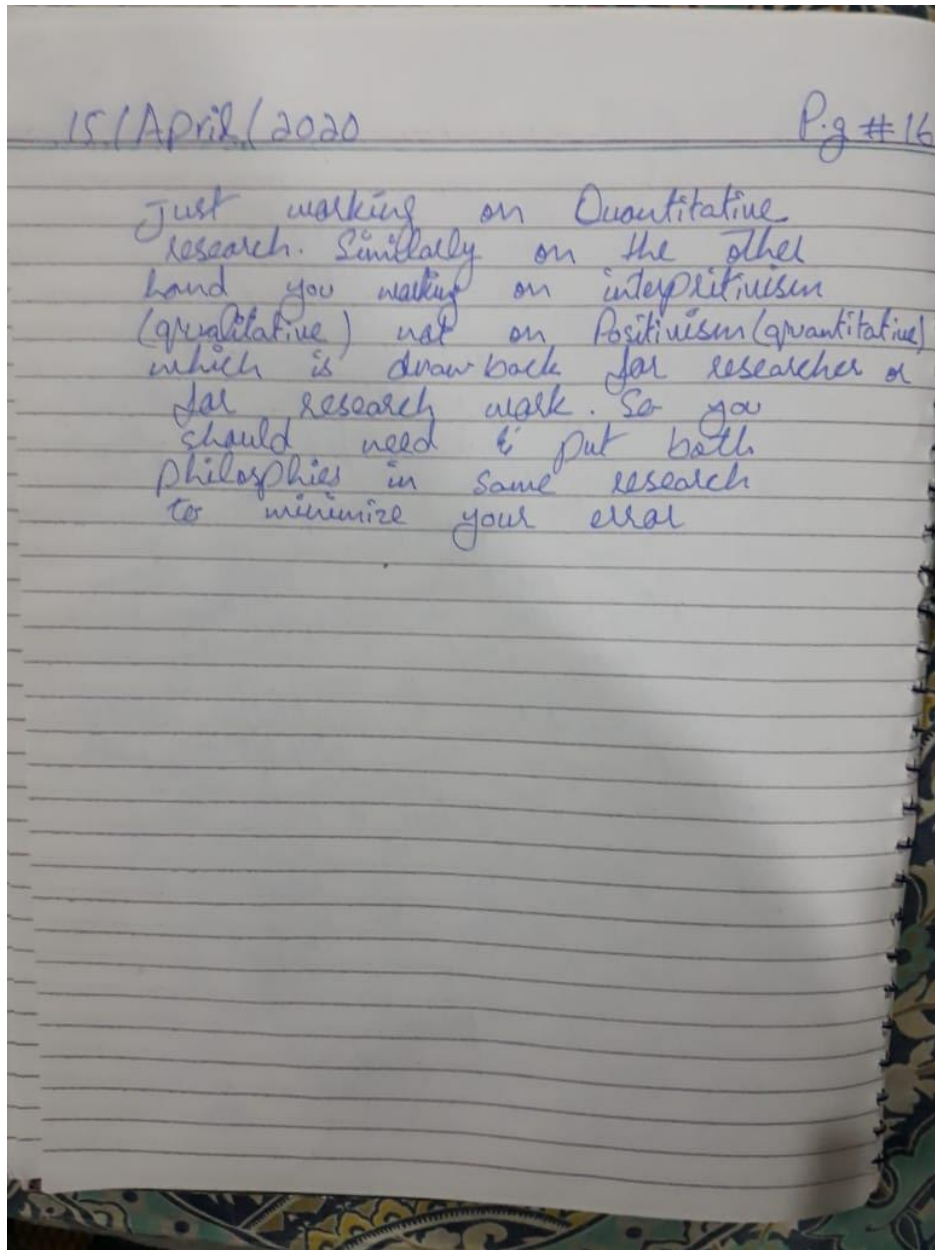
Both Philosophies are better
in their own ways.

Because I am the student
of Marketing, so in my opinion
both philosophies are better.

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REASON?

Being a researcher in my opinion the qualitative research & quantitative research both are important for researcher because if researcher want to conduct a research a research on qualitative so he will select interpretivism or if a researcher want to conduct a quantitative research so he will select positivism. So we can't say that positivism is better than interpretivism or interpretivism is better than positivism. Although a good research is made up of both qualitative & quantitative research. So positivism nor interpretivism, we can't say that positivism is better or interpretivism is better. So the combination of positivism & interpretivism for a researcher is a good option. So being a researcher or for a student in their topic both positivism & interpretivism available. because if you doing just positivism then its mean interpretivism is missing. Qualitative is missing & you are



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Just working on Quantitative research. Similarly on the other hand you working on interpretivism (qualitative) not on Positivism (quantitative) which is drawback for researcher or for research work. So you should need to put both philosophies in same research to minimize your error

Wednesday, April 15, 2020