

⇒ Advantages and Disadvantages of Positivism and Interpretivism :

Main disadvantages associated with interpretivism relate to subjective nature of this approach and great room for bias on behalf of Researcher. Primary data generated in interpretivism studies cannot be generalized since data is heavily impacted by Personal viewpoint and values. Therefore, reliability and representativeness of data is undermined to a certain extent as well,

On the positive side, Thanks to adoptions of interpretivism, qualitative research areas such as cross culture differences in organization issues of ethics, leadership etc. can be studied in a great level of depth.

Primary data generated via interpretivism studies might be associated with a high level of validity because data in such studies tends to be trustworthy and honest.