

FINAL ASSIGNMENT

STUDENT ID :- 15782

NAME: MS. KHADIJA QURESHI

PROGRAM: MS (MS) 2nd SEM

SUBJECT: RESEARCH PHILOSOPHY

SUBMITTED TO: DR. MUHAMMAD FAROOQ JAN

RESEARCH ONION :-

INTRODUCTION:-

The research onion was developed by Saunders et al. (2007). It illustrates the stages that must be covered when developing a research strategy. When viewed from the outside, each layer of the onion describes a more detailed stage of the research process.

The research onion provides an effective progression through which a research methodology can be designed.

RESEARCH PHILOSOPHY:-

A research philosophy refers to the set of beliefs concerning the nature of the reality being investigated. It is the underlying definition of the nature of knowledge. The assumptions created by a research philosophy provides the justification for how the research will be

undertaken.

Two main ontological framework can inform the research process: positivism and constructionism. These frameworks might be described differently (such as empiricism and Interpretivism) but the underlying assumptions are broadly similar. Positivism assumes that reality exists independently of the thing being studied. In practice this means that the meaning of phenomena is consistent between subjects. The philosophy simply provides the justification for the research methodology. The methodology should be informed by the nature of the phenomena being observed.

2. RESEARCH APPROACHES:

Two types of approaches are outlined here: the deductive and the inductive approach.

i DEDUCTIVE APPROACH:

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The deductive approach develops the hypothesis or hypotheses upon a pre-existing theory and then formulates the research approach to test it.

This approach is best suited to context where the research project is concerned with examining whether the observed phenomena fit with expectation based upon previous research.

ii INDUCTIVE APPROACH:

The inductive approach is characterised as a move from the specific to the general approach,

The observations are the starting point for the researcher, and patterns are looked for in the data. In this approach, there is no framework that initially informs the data collection and the research focus can thus be formed after the data has been collected. This may be seen as the point at which new theories are generated.

3 RESEARCH STRATEGIES 30

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The research strategy is how the researcher intends to carry out the work. The strategy can include a number of different approaches, such as experimental research, action research, case study research, interviews, surveys or a systematic literature review. Experimental research refers to the strategy of creating a research process that examines the results of an experiment against the expected result. It can be used in all areas of research, and usually involves the consideration of a relatively limited number of factors. The relationship between the factors are examined, and judge against the expectation of the research outcomes. An archival research strategy is one where the research is conducted from existing material. The form of research may involve a systematic literature review, where patterns of existing research

are examined and summed up in order to establish the sum of knowledge on a particular study, or to examine the application of existing research to specific problems.

4 RESEARCH CHOICE :-

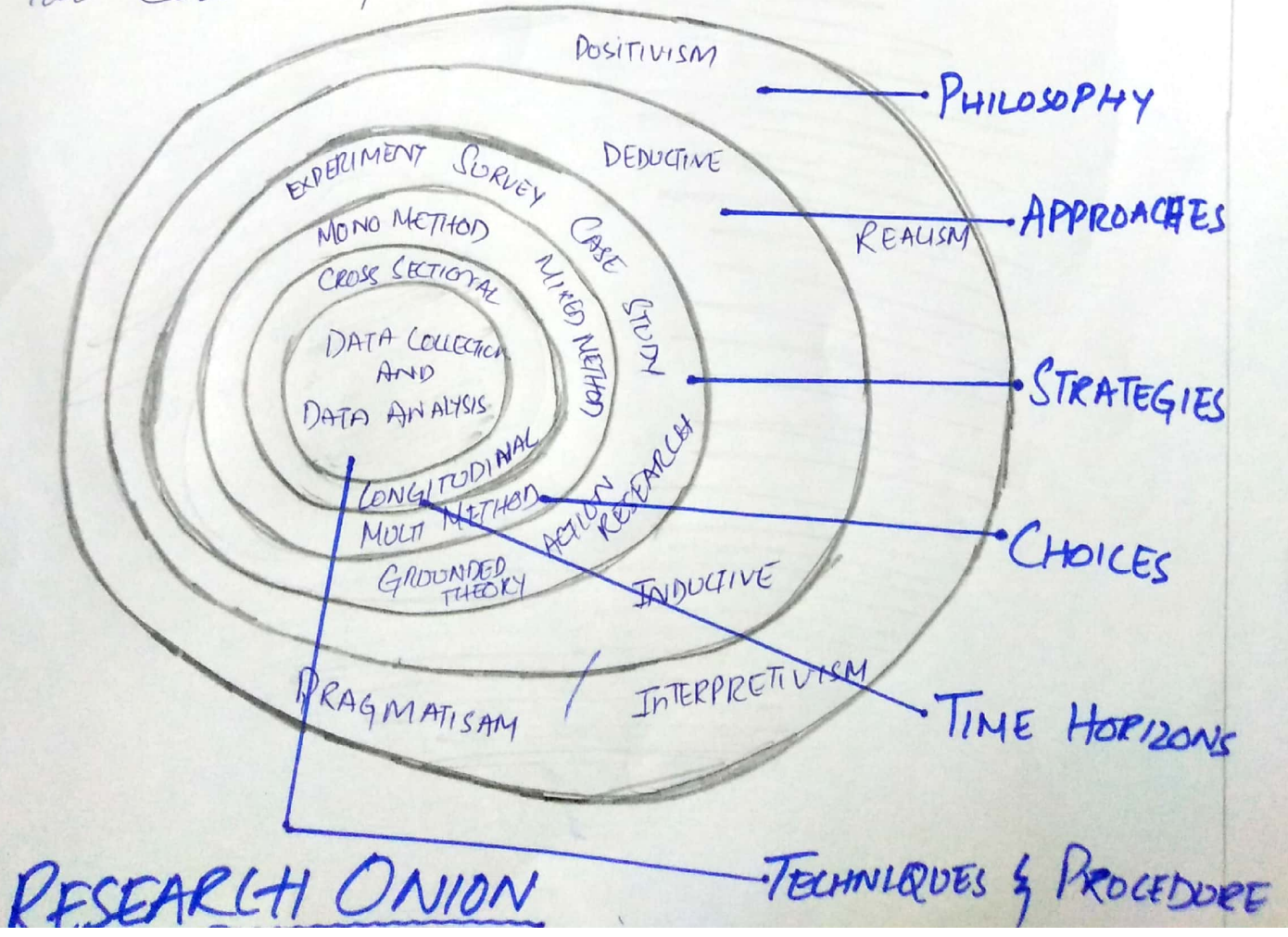
The choices outlined in the research onion include the mono method, the mixed method and the multi-method. As the names of these approaches suggest, the mono-method involves using one research approach for the study. The mixed-method required the use of two or more methods of research, and usually refer to the use of both a qualitative and a quantitative methodology. In the multi-method, a wider selection of methods is used. The multi-method approach is where the research is divided into several segments, with each producing a specific dataset, each is then analysed using techniques derived from quantitative or qualitative methodologies.

TIME HORIZONS

The time horizon is the time framework within which the project is intended for completion. Two types of time horizons are specified within the research onion: the cross sectional and the longitudinal. The cross sectional time horizon is one already established, whereby the data must be collected. This is used when the investigation is concerned with the study of a particular phenomenon at a specific time. A longitudinal time horizon for data collection refers to the collection of data repeatedly over an extended period, and is used where an important factor for the research is examining change over time. This has the benefit of being used to study change and development. Furthermore, it allows the establishment of some control over the variables being studied.

6. Data Collection AND ANALYSIS

This is the final layer of the research onion and consists of the techniques and procedure used. It is used to clearly explain the way and purposes of the research conducted. At this stage, the student is expected to choose between the primary and secondary data and between qualitative and quantitative data collected from different sources. Data is considered the central piece of the research onion framework.



INTRODUCTION OF POSITIVISM :-

There are three commonly known philosophical paradigms in research: Positivism, Interpretivism and Critical Theory.

As a philosophy, Positivism adheres to the view that only "factual" knowledge gained through observation (the senses), including measurement, is trustworthy.

In positivism studies the role of the researcher is limited to data collection and interpretation in an objective way. In these types of studies research findings are usually observable and quantifiable.

Positivism depends on quantifiable observation that lead to statistical analyses. Moreover, in positivism studies the researcher is independent from the study and there are no provisions for human interests within the study. Moreover positivism relates to the viewpoint that researcher needs to concentrate

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On Facts, Researcher warn that if you assume a positivist approach to your study, then it is your belief that you are independent of your research and your research can be purely objective. Independent means that you maintain minimal interaction with your research participants when carrying out the research. In other words, studies with positivist paradigm are based purely on facts and consider the world to be external and objective.

PRINCIPLES OF POSITIVISM:-

The five main principles of Positivism research

Philosophy can be summarized as the following:

1. There are no difference in the logic of Inquiry across Science.
2. The research should aim to explain and predict.
3. Research should be empirically observable via human senses. Inductive reasoning should be

used to develop statements (hypotheses) to be tested during the research process.

- 4. Science is not the same as the common sense. The common sense should not be allowed to bias the research findings.
- 5. Science must be value-free and it should be judged only by logic.

RESEARCH METHOD ASSOCIATED WITH POSITIVISM:-

Following are the typical research methods associated with positivism research philosophy.

i) ONTOLOGY: In this method, positivist is real, external and independent. There is one true reality (universalism). Positivism is an objective which is governed by unchangeable natural cause effect laws. It consists of stable pre-existing pattern or order that can be discovered. In positivism reality can be generalized.

ii) EPISTEMOLOGY: In positivism, nature of knowledge can be

described in a systematic way. In this knowledge consists of verified hypotheses that can be regarded as facts or laws. Knowledge in this is also accurate and certain. In this positivist scientifically explain / describe, predicts and control phenomena.

iii) Axiology: In this method, positivism approach is value free research. In this, researcher is detached, neutral and independent of what is researched and maintains objective stance.

iv) Typical method: In this, positivism follows typically deductive, highly structured, large samples taken and measurements.

It uses typically quantitative method of analysis, but a range of data can be analysed.

KEY FEATURES OF POSITIVISM Page No 12

The key features of Positivism Philosophical approaches are given below.

1. In Positivism, the observer must be independent.
2. Human Interest should be irrelevant.
3. Explanations must demonstrate causality.
4. Research processes should be done through hypotheses and deductions.
5. In Positivism, Concept need to be operationalised so that they can be measured.
6. Units of analysis should be reduced to simplest terms.
7. In this sampling requires large number which should be selected randomly.
8. Generalisation should be done through statistical probability.

Advantages of Positivism :-

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Use of Quantitative approach:

1- Positivism relies on quantitative data that positivists believe is more reliable than qualitative research. Quantitative method is more scientific in its process and thus more trustworthy. In research, quantitative data provides objective information that researchers can use to make scientific assumptions.

2. Structure: Positivism follows a well-defined structure during studies and discussions. Positivist believe that since there are set laws and rules followed, there will be minimum room for error. This structure also gives little room for variance and drastic variable changes, thus making the study more accurate. When it comes to experiments and applications as it tries to follow specific rules using objective mathematical and scientific tools.

3- Validity:

Validity is a very extensive area, in positivism it is retained by the vigilant use of methods.

"In quantitative data validity might be improved through careful sampling, appropriate instrumentation and appropriate statistical instrument of the data.

4- Generalizing:

theory can be generalized at a larger scale, with which the data for the same issue with different social context may be collected.

5- Also it shows pattern and trends.

6- Data is objective and value freedom.

7- Results are representative and can be explained.

DISADVANTAGES OF POSITIVISM:-

1- Inaccuracy in Scientific data:- Inaccuracy in data

is likely to alter the end-result of the

hypothesis. This can occur in any of the methods being pursued because the participant may choose random answers not providing with the authentic responses. And the researcher has to abide by the findings anyway. Overall there is no flexibility, they tend to be inflexible. Positivist see things as they are and tend to disagree unexplained phenomenon.

2. Human Behaviour:

Positivism believes that objective inference and conclusions can be reached as long as the person doing the observation is objective and disregards her emotions. However, human behaviour naturally comes with emotional responses.

3. General Understanding^{dir} would remain general:

A general understanding would remain

General, it may not help in particular context, knowledge produced may be too abstract and general for direct application to specific local situation.

4. Difficulty to detach oneself from the hypothesis:-

It is difficult to detach oneself from the hypothesis totally, almost impossible, but if successful, then he is being unjust to himself.

Expression is instinctive, it shouldn't be made dumb. One is that it fails to take account of our unique ability to interpret our experiences and represent them to others.

5. Empiricism and objectivity are not suitable in

Social Phenomenon:-

Empiricism and objectivity are not suitable in social phenomenon which tests human

to objectivity and empiricism do not stand up to scrutiny when used in both the social and natural sciences, and thus it cannot be truly considered to work.

INTERPRETIVISM

INTRODUCTION :-

Interpretivism, also known as interpretivist involves researchers to interpret elements of the study. Thus interpretivism integrates human interest into a study. Accordingly, interpretive researchers assume that access to reality (given or socially constructed) is only through social constructions such as language, consciousness, shared meanings, and instrument. Development of interpretivist philosophy is based on the critique of positivism in social sciences.

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Accordingly, this philosophy emphasizes qualitative analysis over quantitative analysis.

Interpretivism is associated with the philosophical position of Idealism, and is used to group together diverse approaches, including social constructivism, phenomenology and hermeneutic approaches that reject the objectivist view that meaning resides within the world independently of consciousness. According to interpretivist approach, it is important for the researcher as a social actor to appreciate differences between people. Moreover, Interpretivism studies usually focus on meaning and many employ multiple methods in order to reflect different aspects of the issue.

CHARACTERISTICS OF INTERPRETIVISM:-

Purpose of Research:

To understand and interpret students and teachers perspectives on the factors that could impact the successful use of e-learning and face-to-face instructional approaches in a manner that they complete each other.

ONTOLOGY:

- i- There are multiple realities.
- ii- Reality can be explored, and constructed through human interaction and meaningful actions.
- iii- Many social realities exist due to varying human experience, including people knowledge, views, interpretations and experiences.
- iv- Discover how people make sense of their social world in the natural setting by means of daily routines, conversations and utility while interacting with others around them. These

usually could be text and visual pictures

Epistemology :-

- i- Knowledge are understood through the mental processes of interpretation that is influenced by interaction with social contexts.
- ii- Those active in the research process socially construct knowledge by experiencing the real life or natural settings.
- iii- More personal, interactive mode of data collection

Methodology :-

- i- Processes of data collected by text messages, interviews, and reflective sessions;
- ii- Research is the product of the values of the researcher.

Advantages of Interpretivism:

i Depth Information:-

Qualitative research such as cross-cultural differences in organization, issues of ethics, leadership and analysis of factors impacting 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.

ii Micro Approaches:-

They examine micro approaches that see the individual as having agency, not simply a recipient of external social forces.

It enables us to see how social reality is constructed through meanings and negotiation.

iii High Level of Validity:

Primary data generated via Interpretivism studies might be associated with a high level of validity because data in such studies tends to be true.

iv Research Imposition:

Data's interpretation influenced by researchers therefore, it is both as positivist do not value the subjective data but interpretivist do.

v- Enables the researcher to be alive to changes which occur.

Disadvantages of Interpretivism :-

i- Data collection can be time consuming as researcher conducts in-depth interviews.

ii- Data analysis can be complex and is very challenging.

iii- Researcher has to live with uncertainty that clear patterns may not emerge. Generally perceived as less credible by 'non-researcher'.

iv

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 interpretivist studies cannot be generalised since data is heavily impacted by personal viewpoint and values. Therefore, reliability and representativeness of data is undermined to a certain extent as well.

THANK YOU SIR