

IQRA NATIONAL UNIVERSITY, PESH.

Mid term Assignment
(RESEARCH PHILOSOPHY)

Student ID: 15782

Program: MS(MS) 2nd Sem

Student Name: Khadija Qureshi

CNIC: 17301-8473962-2

(Assignment submitted to Dr. Muhammad Farooq Jan)

Q1. Pizam and Mansfeld (2009) mentioned some assumption regarding positivism and Interpretivism, explain those assumptions from both perspective in detail?

Ans: Pizam and Mansfeld (2009)

1. Assumption (Nature of Reality)

i) Positivism :- objective, tangible, single

When we talk about the assumption (Nature of Reality)

(Page 2)

So these are questions come to our mind that what is the nature of being, reality, existence? What can we know about it? (Ontological philosophical assumption).

So in Positivism, reality is objective and one truth. It means that if we ^{see} stars in sky then it will

be perceived stars by all human being and there

will only one single reality. there will be no

difference in perception of all human being.

Also researcher in this approach believed in the

use of the senses to generate knowledge about

reality (i.e. scientific method). The positivist

paradigm states that real events can be observed

empirically and explained with logical analysis.

ii) Interpretivism: socially constructed multiple.

It means that reality is subjective and not

single as seen by the participants. For example

when non positivist conduct qualitative research,

He is embracing the idea of multiple realities.

(Page 3)

Different researcher embrace different realities. Interpretivists are of opinion that reality is multi-layered and a single phenomenon can have multiple interpretations. Interpretivism, therefore, focuses on people's subjective experience. They believe that reality is not objectively determined, but is socially constructed in terms of language, consciousness and shared meanings and values. When conducting interviews in this approach, the researcher will get ^{different} experiences and opinions from respondent. Perception will be changed related to one phenomena as people respond as per their experiences and belief.

2. Assumption (Goal of research)

1) Positivism :- Explanation, strong Prediction.

Positivist prefers quantitative method such as social surveys and structure questionnaires and also follow well-defined system and procedure in overall conducting research process.

(Page 4)

Also in data collection process the positivist uses statistical tools for analysis of data which provides very representative and reliable results. Therefore after getting presentable and generalizable results, researcher can provide ^{strong} explanation and prediction on the results.

As these results are always valid and reliable and free of biases so researcher can confidently explain it as these are based on facts and figures and well defined systems.

ii) Interpretivism \Rightarrow Understanding, weak Prediction

In this approach there will be weak prediction of results as researcher collect data through un-structured interview etc in which respondents openly give their opinion in detail. So firstly these are the perception of respondents and researcher don't know that either respondents have given information honestly or not.

(Page 5)

secondly people can easily lie in interviews
therefore affecting validity of result and
thirdly it is not fully possible for researcher
to interpret the same result as respondent
reported due to subjective nature of data so
there is always room for biases and error.

Therefore, the results have always weak prediction.

Hence, Researcher seeks understanding of the
society/world in which he lives and work
and study society based on his experience
and others. The main purpose of this approach
is to have in-dept knowledge and understanding

3. Assumption (Focus of Interest)

i) Positivism :- What is general, average and representative

In Positivism, we always talk about generalizability
for example when we talk about motivation so
after results and analysis, our answer will
be same and we see it from general

(Page 6)

perspective. Because we have gone through from the established and well defined process and used adopted questionnaire / scale. Therefore, our result will not 100% accurate but we can say that we get average results or better results. Therefore, After analysis process, we also represent data in good manner and give statements. So we can say that "positivism approach we get representative results because we have followed proper statistical tools and data was also gathered through structure manner in which structured questionnaire was used. So our results will be valid, reliable and also presentable having strong recommendation and conclusions and predictions.

ii) Interpretivism: What is specific, unique and deviant.

According to interpretivist, Precise, systematic

(Page 7)

and theoretical answers to complex human do not exist. Every culture and historical situation is different and unique and requires analysis of the uniquely defined and particular context.

In this approach, data provide greater clarity on how people make meaning of phenomena in a specific context, thus aiding greater understanding of the concept.

In short if we want to study a concept then we will be stick to this concept being non-positivist and will not add further factors and our study is focused on that specific phenomena / concept.

(P-T-D)

(Page 8)

Q2: When we want to compare positivism with interpretivism, which philosophy do you think is better and why? Argue in detail?

Ans: Positivism and Interpretivism / Non positivist are the two basic approaches of research method in Sociology. In Positivism, we believe on what we feel or see through our senses and this approach prefers scientific quantitative methods such as structure questionnaire etc. However, in Non positivist / Interpretivism approach to social research would be much more qualitative methods such as un-structure Interviews or participant observation etc.

As compare Positivism with interpretivism, I think that positivism approach is better and provide representative results than interpretivism approach. For example if we want to conduct research to check the impact of promotion policy or performance appraisal towards the satisfaction / Motivation of employees.

(Page 9)

so it means that we want to check satisfaction / motivational level of employee. Therefore I would prefer positivism approach in my research due to the following mentioned reasons.

1. I can explain my concept in questionnaire and will use Likert scale to measure the answers of respondents in positivism approach so in the end of research I would be able to get more accurate results because due to Likert scale, respondents will answer like Only Agree, Strongly Agree or disagree etc and there will be no answer in Paragraph so I will be able to interpret the respondent's answer accurately. However interpretivism involves un-structured interviews where respondent answers in Paragraph and in detail so it is very difficult for researcher to interpret the same answer of respondent and there is a chance of biases in interpreting the results.

(Page 10)

2. Also data collection is very economical and can be collected from large number of respondents in positivism as respondents takes less time to fill the questionnaire based on structured questionnaire however, in interpretivism the data collection process can be very time consuming and challenging because it is very complex to conduct the detail interview from each respondent and it's not easy to take the response of large number of respondents.
3. As we use systematic methodology in positivism and go through from a set process therefore after the analysis process so it's provide representative results and strong prediction. These results are not 100% accurate but we can say that these are better and presentable. However, in interpretivism, we don't get strong prediction as we are unable to interpret the respondent's answer in true mean due to different reason as this is really subjective

(Page 11)

and cannot be measured accurately as its based ^{on assumptions} ↑

4) After generalizing result and analysis in Positivism research. The data can be reproduced and easy comparable as its involves statistical tools so the reliability of data in this approach is very high. However in interpretivism, the reliability of data is very low because the interpretation of results or re-conducting Interview are a very complex procedure.

* - Therefore due to the mentioned reason, I would prefer positivism research. It has many other advantages which is mentioned below.

Advantages of Positivism:

1. It relies on quantitative data and method ^{approach} which is more reliable than interpretivism.
2. We follow a well defined process/system during all study and discussion so due to set procedure there is less chance of error.

(Page 12)

3. Positivism focus on generalization of topic and concept and generalization leads to strong prediction and explained prediction.
4. In Positivism, research is independent as data is collected through well structure process so there is less or no chances of biases from research and it's not easy to manipulate data.
5. Through structure questionnaire, a large number of respondent can be targeted and it's not expansive procedure also data collection is not complex in nature.
6. Positivism is objective and not subjective. Because researcher is independent in this approach due to minimal interaction with research participant.
7. Good for researcher to maintain control on overall procedure.

Q3: Please write in detail what you have learned during the course and how did you find the course in relation to your job or experience?

Q3:

Ans we have learnt different research philosophies and their methods to conduct in society. This course has given us the clear idea that about the research philosophies i.e. Positivism, Interpretivism & Realism. We can say that research is good for both of our personal and professional lives. Different approaches like positivism and non-positivist can be implemented in real life to solve problems.

For example if we want to have in-depth knowledge of some phenomena so we can conduct non-positivist research approach because it involves qualitative methods such as interviews and participant observation and we can have detail response of respondents. We can go to the field and conduct deep interviews based on open ended questions to have more information and opinions of different people in detail.

Also For example if we want to check

Page 14)

relationship of some variables like Performance with Promotion so we can apply Positivism approach in this case and by using quantitative research techniques we can target a large number of respondents to get enough information also ^{After} the data collection process, Analysis of results are not very complex. In this approach, we can simply apply statistical tools to get results also in graphical form.

In short, This course is very important because we need to be clear that which research approach should be adopted before conducting a research in student life or also in advance level.

And when undertaking research, It is important to consider different research paradigms and matter of ontology and epistemology. Since these parameters describe perception, beliefs, assumptions and nature of reality therefore, It's important to understand and discuss these all aspects. Because

(Page 15)

If we will use wrong research approach then our final work will be undermined through lack of coherence.

Also we can relate this subject to our job and experience. For example being MS students, we will work on our final research and these approaches will really help us to know how to conduct research appropriately.

also most of the organization are now functioning R & D Department (Research & Development) so we can also opt for that profession.

This course has really built our thinking and communication skills.

If you are going to understand an area of study, now you have to become familiar with the research method it uses.

This is especially important for the study of human growth and development because

(Page 16)

many different research design can be used as they have different methods, methods and level of validity to measure the accuracy of result.

Also from the point of view of business this is the aid to business success because it's a tool for building knowledge and for facilitating learning. Many successful companies, such as those producing consumer goods or mass market items, invest in their research department. This is important to finding out how to make things happen and what could differentiate them from others that offer similar goods & services. So this field is very useful for marketing students.

through this we can also enhance our experience like build a good rapport with the interviewee and building trust. Also it will enhance the interpersonal, communication skills and also

(Page 17)

increase confidence level.

It is very important for student like us which helps us to nurture our potential and achieve goal through various opportunities.

These can be in the form of securing employment/ Job, Scholarships, Training opportunities etc.

Through this course material we have got many idea for our future assignments in study or career that how to conduct a good research and which approach should be adopted based on the concept of research.

FINISHED

THANK YOU SIR