

Positivism vs interpretivism

Experience, Human Nature



Positivism vs Interpretivism Positivism is an approach in sociology that believes society can be studied using similar scientific techniques to those used in the natural sciences. (Browne, 2006) This concept tends to produce quantitative data and concerned with hypothesis testing. (Collis and Hussey, 2003) Interpretivism is an approach emphasizing that people have consciousness involving personal beliefs, values and interpretations and these influence the way they act. They do not simply respond to forces outside them. (Browne, 2006) This concept tends to produce qualitative data and concerned with generating theories. (Collis and Hussey, 2003) Research topic Gaspar (2005) pointed out that employee in a competition environment is encouraged to work more efficiency in a company. However, Kurland. (1996) said that employees working in high competition environment will do some unethical behaviour for their achievements. Two of these research articles have different opinion, so there is a question which is high competitive whether help a company or it breaks a company down.

Therefore, my research topic is " does running high competition system help a company to become successful in long term? " Application of research philosophies This topic through Positivism conducts qualitative data for exploring the relationship between competition and productivity. Researcher should use experiments methods to research this topic. For example, in a sales department, researchers can separate two different groups of the employee one of the group is getting stable salary and the other one is getting commission salary.

Based on the data of two different group's employee, to compare its working time, output and time required for specific work to see whether the

competition system can increase the productivity in this company. Also, research can use surveys to collect some data such as the amount of unethical behaviour between normal working environment and high competitive working environment to see which environment happen more unethical behaviour in a company.

This topic through Interpretivism conduct qualitative data for reflecting the research like find out reasons why the productivity increases in the company. Researchers create some questionnaires for employees to get some opinions. For example, researcher asks employees why work hard even if he is ill. At the end, the researcher will sum up all of the opinion from employees to show the phenomenon. Also, researchers can directly observe employees emotion and behaviour to analyse why they have this action.

For example, in a sales department, researcher sees the employee may lie to the consumer for getting more commissions which the researcher will use the opinion by itself. In conclusion, Interpretivism is a better philosophy in this research topic, because it will consider the reason why the productivity increase or employees do unethical behaviour. This result of the research is more useful for this topic. In Positivism, it just uses some data to prove the productivity increase but it cannot provide reasons to explain the relationship between competition and productivity.