

Research paradigm -

Science



RESEARCH PARADIGM - According to (Bell, 2007) " paradigm is a cluster of beliefs and dictate which for scientists in a particular discipline influence what should be studied, how research should be done, and how results should be interpreted". The definition points up that a paradigm is a collection of reasonable hypothesis, notion or intention that how the research should be studied, done and interpreted. The theoretical paradigms are basically based on two main approaches; Positivist approach also referred as 'scientific process' or 'postpositivist' or 'scientific study, is based on rationalistic beliefs (Mertens, 2005) . Positivist approach is Inductive with results that are qualitative in nature (O'Leary, 2004). And, Interpretivist approach which is also referred as 'constructivist' or 'phenomenological' paradigm (Mertens, 2005). (Creswell, 2003) explains that in Interpretivist/ phenomenological approach the researcher relies upon the partakers outlook of the situation being calculated and familiarizes with the impact of the study on his/ her personal surroundings and knowledge. Phenomenological approach results are most likely to be qualitative in nature or it can be a combination of both quantitative and qualitative methods. The research will develop the use of phenomenological approach and not positivism approach. To address the variety and density of such research aim both qualitative and quantitative methods are necessary as this will provide our research the appropriate understanding of how the entertainment advertisement affects the culture of the youth of U. A. E. The aim of the research is to identify how does the entertainment advertisement impact the culture of the youth in U. A. E. The research's results will be based on theory testing or deductive method where available evidence of the authors and researchers will be taken into consideration to achieve the aim of our research. REFERENCES <https://assignbuster.com/research-paradigm/>

Bell, A. B. (2007). *Business Research Methods*(Revised Edition). New York: Oxford University Press. Creswell, J. W. (2003). *Research design: Qualitative, quantitative, and mixed methods approaches*. California: Sage Publications, Inc. Mertens, D. M. (2005). *Research Methods in Education And Philosophy: Intergrating Diversity With Quantitative and Qualitative Approaches* (Vol. 2nd Edition). California: Thousand Oaks: Sage. O'Leary, Z. (2004). *The Essential Guide To Doing Research*. London: Sage Publications Ltd.