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The last chapter introduced interpretative research, or more specifically, interpretative research. This chapter will explore other types of interpretative research. To recall that the positivities or deductive methods, such as laboratory experiments and the research of the survey, are those that are specifically designed to test theory (or hypothesis), while the interpretative or inductive methods, such as action research and ethnography , they are intended for the theory of the building. Unlike a positivistist method, in which the researcher begins with a theory and tests the theoretical postulates using empirical data, in interpretative methods, the researcher begins with the data and seeks to obtain a theory on the phenomenon of interest from the observed data. The term "interpretive searches" is often used freely and synonymous with Ã ¢ â‚¬ ã "qualitative research", although the two concepts are very different. Interpretative research is a research paradigm (see chapter 3) that is based The assumption that social reality is not singular or objective, but it is rather shaped by human experiences and social contexts (ontology), and is therefore better studied within its socio-historical context to reconcile the subjective interpretations of its various participants (epistemology). Because interpretative researchers see social reality as incorporated inside and impossible to abstract from their social environments, they "interpret interpreting reality even if a billing process of Ã ¢ â‚¬" rather than a process of hypothesis tests. This is contrary to the positivist or functionalist paradigm that presupposes that the reality is relatively independent of the context, can be abstracted by their contents Extects and studied in a decompatible functional manner using objective techniques as standardized measures. If a researcher should pursue interpretative or positivist research depends on the paradigmatic considerations on the nature of the phenomenon considering and the best way to study it. However, qualitative research against quantitative research refers to empirical considerations or data-oriented data to collect and how to analyze them. Qualitative research is mainly based on non-numerical data, such as interviews and observations, in contrast with quantitative research that employs numerical data such as scores and metrics. Therefore, qualitative research is not susceptible to statistical procedures such as regression analysis, but is encoded using techniques such as content analysis. Sometimes, the coded qualitative data are quantitatively integrated as code frequencies, but these data are not statistically analyzed. Many Puritan interpretative researchers refuse this approach to coding as a useless effort to seek consensus or objectivity in a social phenomenon that is essentially subjective. Although interpretative research tends to rely heavily on qualitative data, quantitative data can add more precisely and more clear understanding of the phenomenon of interest compared to qualitative data. For example, Eisenhardt (1989), in its interpretative study of the decision relating to high-speed companies (discussed in the previous chapter in case of case research), has collected numerical data on how long it took every company to take certain strategic decisions (which ranged from 1.5 months to 18 months), how many decision-making alternatives were taken into consideration for each decision and examined his interviewees to capture their perceptions of the organizational conflict. These numerical data have helped him to clearly distinguish high-speed decision-making companies from the leaders of low-speed decisions, without relying on the subjective perceptions of the respondents, which then allowed them to examine the number of decision-making alternatives And the extension of the conflict in low-speed high speed rentals. Interpretative research should attempt to collect qualitative and quantitative data relating to their phenomenon of interest, and therefore should also positivist research. Joint use of qualitative and quantitative data, often called Ã ¢ â‚¬ Å "Design in threaded mode", ", lead to unique intuitions and are very appreciated in the scientific community. Interpretative research has its roots in anthropology, sociology, psychology, linguistic and semiotics, and has been available from the beginning of the nineteenth century, long before the postent techniques have been developed. Many positivist researchers see interpretative research as incorrect and prevented, given the subjective nature of the collection of qualitative data and the interpretation process used in this research. However, the failure of many positivist techniques to generate interesting intuitions or new knowledge have led to a rebirth of interests for interpretative research, since 1970, even if with demanding methods and rigorous criteria to guarantee reliability and validity of interpretative inferences. The distinctions of positive research in addition to the fundamental paradigmatic differences in the ontological and epistemological hypotheses discussed above, interpretative and positivist research differ in many other ways. First of all, interpretative research employs a theoretical sampling strategy, where studies are selected, interviewees or cases based on theoretical considerations as if they adapt to the phenomenon that are studied (for example, sustainable practices can be studied only in organizations they have implemented sustainable practices) if they possess certain characteristics that make them uniquely for the study (for example, a study of the drivers of latter innovations should include some companies that are high innovators and some that are low innovators, in order to draw contrast between these Businesses), and so on. On the contrary, positivist research employs random sampling (or a change in this technique), where cases are chosen casually by a population, for the purposes of generalization. Therefore, convenience samples and small samples are considered acceptable in interpretative research until they adapt to nature and the purpose of the study, but not in positivist research. Secondly, the role of the researcher receives critical attention in interpretative research. In some methods such as ethnography, the search for action and observation of the participants, the researcher is considered part of the social phenomenon and its specific role and its involvement in the research process must be clarified during the analysis of the data. In other methods, such as the case of research, the researcher must take a position Ã ¢ â‚¬ Å "neutral" or impartial position during data collection and analysis processes and ensure that its personal prejudices or preconceptions are not nature of subjective inferences derived from the interpretable research. In positive research, however, the researcher is considered external and independent of the research context and does not assume that data collection and analytical procedures. Thirdly, interpretative analysis is ¨ Holistic and contextual, rather than being a reductionist and isolationist. Interpretation interpretations tend to focus on language, signs and meanings from the perspective of the participants involved in the social phenomenon, in contrast with statistical techniques that are heavily used in positivist research. The rigor in the Interpretative search is displayed in terms of systematic and transparent approaches for racco LTA and data analysis rather than statistical benchmarks for construct validity or significant tests. Finally, the collection and analysis of data can proceed simultaneously and itherently in interpretative research. For example, the researcher can conduct an interview and the code before proceeding to the next interview. Simultaneous analysis helps the researcher to correct the potential defects in the interview protocol or adjust it to better capture the phenomenon Better interest. The researcher can even change his original research question if he realizes that his original research questions are unlikely to generate new or useful intuitions. This is a precious but often underestimated interpretative research advantage and is not available in positivist positivist Where the research project cannot be changed or changed once the data collection has begun without redoing the entire project from the beginning. Benefits and challenges of interpretative research Interpretative research has several unique advantages. First of all, they are suitable for exploring hidden reasons behind complex, interrelated or multifaceted social processes, such as inter-contracting relationships or inter-office policies, in which quantitative tests can be prevented, inaccurate, or otherwise difficult to obtain. Secondly, they are often useful for building the theory in areas without or insufficient a priori theory. Third, they are also appropriate to study specific, unique or idiosyncratic context-specific events or processes. Fourth, interpretative research can also help discover questions and interesting and relevant search problems for follow-up research. At the same time, interpretative research also has their own series of challenges. First of all, this type of research tends to be more time and intensive resources of positivist research in data collection and analytical efforts. Too little data can lead to false or premature hypotheses, while too many data may not actually be processed by the researcher. Secondly, interpretative research requires well-trained researchers who are able to see and interpret the complex social phenomenon from the prospects of the incorporated participants and reconcile the different perspectives of these participants, without injecting their personal prejudices or preconceptions in their inferences. Thirdly, all participants or data sources may not be equally credible, impartial, or well informed about the phenomenon of interest, or may have non-disclosed political programs, which can lead to misleading or false impressions. Inadequate confidence between participants and researchers can hinder full and honest self-representation from the participants, and this trusted building takes time. It is the work of the interpretative researcher Ã ¢ â‚¬ "through the smoke" agendas hidden or prevented) and includes the true nature of the problem. Fourth, given the strongly contextualized nature of the inferences drawn from interpretative research, these inferences do not lend themselves well to replicability or generalization. Finally, interpretative research can sometimes not answer research questions of interest or predict future behavior. Characteristics of the interpretation research All interpretative research must comply with a common set of principles, as described below. Naturalistic Request: Social phenomena must be studied in their natural environment. Because interpretative research presupposes that social phenomena are located inside and cannot be isolated from their social context, the interpretations of these phenomena must be grounded within their historical-social context. This implies that the context variables must be observed and taken into consideration in the search for explanations of a phenomenon of interest, even if the sensitivity to the context can limit the generalization of inferences. Researcher as a tool: the researchers are often inserted within the social context they are studying, and are considered part of the data collection tool, in the sense that they must use their observation capabilities, their trust with participants, and the Their ability to extract the correct information. Furthermore, their personal intuitions, knowledge and experiences of the social context is fundamental to accurately interpret the phenomenon of interest. At the same time, researchers must be fully aware of their personal prejudices and preconceptions, and do not let such prejudices interfere with their ability to present a fair e Accurate the phenomenon. Interpretative analysis: observations must be interpreted through the eyes of the participants incorporated in the social context. Interpretation must take place at two levels. The first level concerns visualization or experimenting with the subjective point of view of social participants. The second level is to understand the IL of the experiences of the participants, to provide an Å "chick description" or a rich narrative history of the phenomenon of interest that can communicate because the participants acted in the way they did it. Use of expressive language: the documentation of verbal language and non-verbal participants and analysis of this language are integral components of the interpretative analysis. The study must ensure that the story is seen through the eyes of a person, and not a car, and must represent the emotions and experiences of that person , so that readers can understand and relate to that person. The use of images, metaphors, sarcasm and other speech figures is very common in interpretative analysis. Temporary nature: interpretative research is often interested in research Of specific answers, but with understanding or Ã ¢ â‚¬ "sense of dynamic social sense while it takes place over time. Therefore, this research requires an immersive involvement of the researcher at the study site for a long period of time to capture the entire evolution of the phenomenon of interest. Ermeneutico circle: interpretative interpretation is an iterative process of moving back and forth from pieces of observations (text) to the totality of the social phenomenon (context) to reconcile their obvious discord and build a theory that is consistent with the different points Viewing views and experiences of incorporated participants. These iterations between the understanding / meaning of a phenomenon and a phenomenon and observations must continue until - the saturation of time is reached so much, for which any further iteration does not produce more in-depth analysis of the phenomenon of interest. The collection data of interpretative data are collected in the interpretative search that uses a variety of techniques. The most frequently used technique is interview (face-to-face, telephone or focus groups). Types of interviews and strategies are discussed in detail in a previous chapter on the research of the survey. A second technique is observation. Observational techniques include direct observation, in which the researcher is an external neutral and passive observer and is not involved in the phenomenon of interest (as in the search for cases), and the observation of the participants, where the researcher is An active participant in the phenomenon and its inputs or the simple presence influences the phenomenon that is studied (as in action research). A third technique is the documentation, in which external and internal documents, such as memos, electronic mail, annual reports, financial statements, newspaper articles, websites, can be used to launch more information about the phenomenon of interest or to confirm other forms test. Interpretative research designs Case Research. As discussed in the previous chapter, Case Research is an intense longitudinal study of a phenomenon in one or more research sites in order to derive detailed, contextualized inferences and understand the underlying dynamic process a phenomenon of interest. Case Research is a unique research design as it can be used interpretively to build theories or positivist way to test theories. The previous chapter in case of cases research discusses both techniques in depth and provides illustrative specimens. Furthermore, the case, the researcher is a neutral observer (direct observation) in the social environment rather than an active participant (participating observation). As with any other interpretative approach, the design of significant inferences from the cause of the research depends strongly on the observational abilities and the investigative capacity of the researcher. Search for action. The action The research is a qualitative but positivist design that aimed to test theory rather than for the theory of the building In this chapter due to the lack of adequate space). This is an interactive design that presupposes that complex social phenomena are better understood by introducing changes, interventions or Ã ¢ â‚¬ "in those phenomena and observing the results of such such On phenomena of interest. In this method, the researcher is usually a consultant or an organizational member incorporated in a social context (as an organization), which initiates an action in response to a social problem and examines how its action affects the phenomenon even learning and generation in-depth information on the relationship between action and the phenomenon. Examples of shares may include organizational modification programs, such as the introduction of new organizational processes, procedures, persons or technologies or replacement of old, started with the aim of improving the performance or profitability of the organization in its corporate environment. The choice of researcher's shares must be based on theory, which should explain why and how these actions can carry forward the desired social change. The theory is validated to the extent that the choice of choice is successful in remedying the targeted problem. The resolution of simultaneous problems and the generation of intuition is the central feature that distinguishes the search for action from other research methods (which may not involve problem solving) and by consultancy (which may not involve the generation of intuition). So, action research is an excellent method to fill research and practice. There are several variants of the action search method. The most popular of these methods is research on participatory actions, designed by Susman and Evering (1978) [13]. This method follows a cycle of action research consisting of five phases: (1) diagnosing, (2) shares planning, (3) taking into action, (4) evaluating, and (5) learning (see the figure 10.1). The diagnosis plans to identify and define a problem in its social context. Shares planning implies the identification and evaluation of alternative solutions to the problem and deciding on a future line of conduct (based on theoretical logic). The adoption of the action is the implementation of the planned line of conduct. The evaluation phase examines the measure in which the action started is successful in solving the original problem, ie if the theorized effects are actually made in practice. In the learning phase, the experiences and feedback of the evaluation of the shares are used to generate in-depth information on the problem and suggest future changes or improvements to the action. Based on the assessment and learning of the shares, the action can be modified or adapted to better address the problem and the search cycle of the action is repeated with the modified action sequence. It is suggested that the entire action search cycle is crossed at least twice so that learning from the first cycle can be implemented in the second cycle. The main data collection mode is the observation of the participants, although other techniques such as interviews and documentary tests can be used to confirm the observations of the researcher. Figure 10.1. Action research cycle. Ethnography. The method of ethnographic research, derived largely from the field of anthropology, emphasizes the study of a phenomenon in the context of its culture. The researcher must be deeply immersed in social culture for a long period of time (usually 8 months to 2 years) and should engage, observe and record the daily life of the studied culture and its social participants in their natural environment. The main data collection mode is the observation of participants and data analysis involves an approach Ã ¢ â‚¬ Å "sensence-yield. Furthermore, the researcher must take considerable field notes and narrate his experience in descriptive details in â €