

## QUANTITATIVE ANALYSIS OF DATA

or “orthodox” or “traditional” or “positivist” or “scientific” or “hypothetico-deductive” research paradigm rooted in “positivism” (the philosophy which supports that, what cannot be observed and numerically measured, is not amenable to scientific investigation)

- Information is expressed in **numerical** form.
- Subjects are **manipulated** within the experimental situation.
- Researchers are expected to remain “**objective**”, distant, cool. Their personal beliefs, attitudes and motives on the research process and the participants are not acknowledged.
- The **artificial and tight environment** of the research is sufficient to gather information on human’s social behaviour.
- **Deception** is justified in order to gather information.
- Highly **structured** tests are used to obtain data.

### Critique to this scientific method

- Too much emphasis is put on the numbers-the data obtained in laboratories is often shallow and irrelevant to real life behaviour.
- People or aspects of behaviour (e.g. aggression) are isolated from their surrounding context.
- The assumed objectivity of the researchers is a myth, as the research setting is a social situation where people interact.
- The experimental context takes away the individual’s freedom to behave naturally and express their social behaviour. Therefore, the model of humans is simplistic and mechanistic.
- Deception falsifies research and is an insult.
- Highly structured measurements often miss the most important information.
- The question of reality – is there one single objective reality to capture?
- The question of terminology – do constructs (e.g. aggression) really capture human behaviour?