

Epistemological issues in simple terms

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Garden stories and metaphors: masters and doctoral research

Epistemology

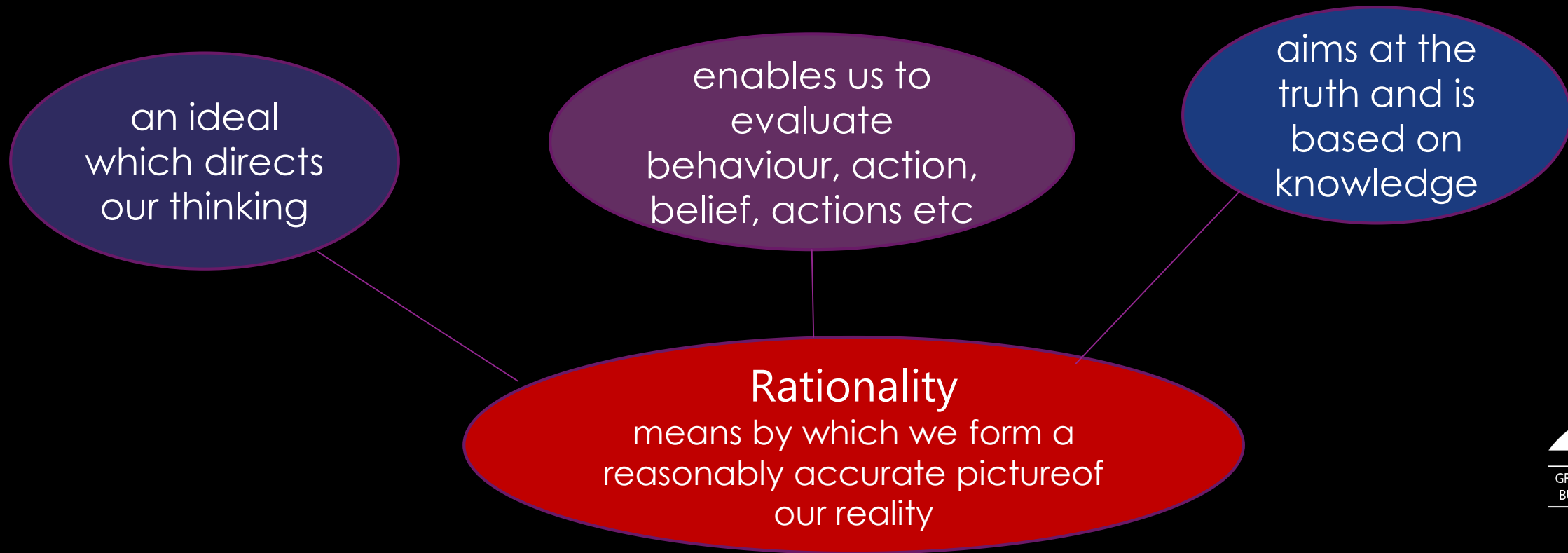
The study of
the nature
and scope of
knowledge

The study of
the bases of
knowledge

The study of
how
knowledge is
acquired

As a gardener, who has sown seeds to harvest knowledge. Let's say the knowledge/ theory that you are contributing to is in one of the areas below. The epistemological question would be how have you acquired the knowledge to contribute to theories that cover the topics below?

- Customer satisfaction,
- Customer experience
- Financial performance
- Financial sustainability
- Technology diffusion
- Ethical performance
- Brand equity;
- Economic development;
- Economic transformation
- Digital transformation
- Trade facilitation
- Human capital development
- Employee engagement
- Organisational agility



Epistemology is grounded on rationality



Explanations: why, what, how?

Truth: a true and reliable
picture of how things are in our reality

Belief: to believe in something is to accept its truth

Justification: justify an action, a behaviour, a belief

Experiencing: to experience the world is to try to make sense of it and to try to
acquire an accurate representation of it

Understanding: A framework to understand how others behave

Epistemological Concepts

MAIN STREAM EPISTEMOLOGICAL POSITIONS

Realism

Critical Realism: knowledge as a social and historical product that can be specific to a particular time culture or situation

Positivism

Collect data to test observable phenomenon or test hypothesis on the basis of a specific conceptual framework

Post positivism Interpretivism

Collect data to make sense of the world around us

Cosmic unity

Constructing knowledge taking into account the nature of reality from an indigenous value system's perspective (social, economic, spiritual and cosmic structures and processes of that of knowledge).

EPISTEMOLOGICAL BASIS OF YOUR STUDY

Theme	Positivism	Phenomenology
Basic beliefs	Positivism views the garden as external, the seeds that germinate in the soil and grow into a harvest do so independently of your involvement	The garden is a social construct, and the interpretation of its existence is subjective
	The observer of the garden is independent of what is being observed	As an observer you are part of what is being observed
	Science and transformations that takes place in the garden take place independent of your involvement	Science and transformations in your garden is driven by human interests

EPISTEMOLOGICAL BASIS OF YOUR STUDY

Theme	Positivism	Phenomenology
Researcher should	Positivism focuses on verifiable facts about your garden	Phenomenology focuses on meanings that provide rich stories about your garden
	Look for causality and fundamental laws governing transformation in the garden	Try to understand what is happening in the garden
	Reduce phenomena to simplest elements	Look at the totality of each situation in the garden
	Formulate hypotheses and test them	Develop ideas through observation and lessons learnt from the garden
Preferred method in research	All garden concepts must be measured	Using multiple methods to establish all different views of the phenomena in the garden
	Taking large samples	Small samples investigated in depth or over time

EPISTEMOLOGICAL BASIS OF YOUR STUDY

Theme	Critical realism	Cosmic unity
Basic beliefs	The garden is stratified in layers of structures, mechanisms and process	The garden is cosmically constructed to express different forms of life with different forms of consciousness
	What is experienced in the garden are sensations that do not capture reality in its totality	An observer is part of what is observed Science is driven by a need to access and connect with cosmic consciousness

EPISTEMOLOGICAL BASIS OF YOUR STUDY

Theme	Critical realism	Cosmic unity
Researcher should	Focus on ontology instead of epistemological issues	Focus on meanings, cosmic energy, wellbeing, peace, connectedness
	Look for causality and fundamental laws	Try to understand what is happening
	Look at process and structures and patterns of meanings	Look at the totality of each situation
Preferred method in research	Using multiple methods to establish all different views of the phenomena	Ethnography, autoethnography

EPISTEMOLOGICAL BASIS OF YOUR STUDY

Join us for a session next time when we talk about creating a research space and finding a researchable topic