

**UNDERSTANDING PHILOSOPHICAL ASSUMPTIONS IN SOCIAL SCIENCE
RESEARCH: A CONTRIBUTORY NOTE**

**MOHAMMED SANI DAMAMISAU¹, BASHIR ALI SULAIMAN², AISHATU
DANJUMA ADAM³ MUHAMMAD MUHAMMAD SALLAU⁴ AND
YUSUF ABDU GIMBA⁵**

1. Department of Taxation, Federal University Dutse, Jigawa State, Nigeria
(corresponding Author) sdmshira86@yahoo.com, 08032921734
2. Department of Taxation, Federal University Dutse, Jigawa State, Nigeria
bashiralisulaiman0@gmail.com, +2348099506375
3. Department of Taxation, Federal University Dutse, Jigawa State, Nigeria
aishadam8081@gmail.com +2348035883789
4. Department of Taxation, Federal University Dutse, Jigawa State, Nigeria
mmsallau@gmail.com +2348065158440
5. Department of Taxation, Federal University Dutse, Jigawa State, Nigeria
gimbba@yahoo.com, +234806435552

Abstract

Social science researchers explicitly or implicitly conduct research via certain philosophical assumptions about the nature of the social world and how it may be investigated. These assumptions have impact on how the social world is investigated or methodology to obtain knowledge about it. Therefore, an important step to conducting research in social science is identifying and choosing philosophical assumptions that will guide the research. Despite the importance of philosophical assumptions many emerging scholars are experiencing difficulties in articulating philosophical assumptions guiding the conduct of their investigations. Therefore, the aim of this article is to discuss in simple terms prevailing philosophical assumptions guiding the conduct of social science research. To achieve the aim, theoretical review of literature is undertaken to describe the philosophical assumptions of positivism, interpretivism and pragmatic research paradigms. Similarly, the study highlighted on the appropriate research designs associated with each of these paradigms. In this way, the study is in addition to discussing philosophical assumptions, contributing to guiding emerging social science researchers on choice of appropriate research paradigms and designs consistent with chosen philosophical assumptions. The study may be of significance to social science researchers especially emerging scholars in guiding them to choosing the most appropriate philosophical assumptions that will guide their studies either from positivists, interpretivists or pragmatic approaches. This is most important as failure to choose appropriate philosophical assumptions may lead to obtaining different results even on the same investigated phenomena. Likewise, highlights on pragmatic research paradigm and its philosophical assumptions may be found useful.

Key Words: Social science, philosophical assumptions, paradigms, positivism, interpretivism

Introduction

The Economic and Social Science Research Council (ESRC) defines social science in its broadest sense to mean a study which look into the society and ways in which people behave and influence the world (ESRC 2014). Arguably, studies in the field of social science will be fundamentally different from studies in the natural sciences which focus on inanimate objects in the physical world and other investigations that are conducted in controlled laboratory environment. In natural science, methods of research are systematic and involve observation and experiments applying inductive logic to discover theories that could be used to make predictions from statistically analysed quantitative data (Collis & Hussey 2014). Thus, in a scientific context, beliefs about knowledge and nature of the world are deep rooted in positivism paradigm which has its roots in a philosophy known as realism. A research paradigm also referred to as research approach “is an approach to thinking about and doing research” (Johnson & Christensen 2010, p. 31).

Positivism is “a paradigm that originated in the natural sciences which rests on the assumption that social reality is singular and objective, and is not affected by the act of investigating it. Thus, the research involves a “deductive process with a view to providing explanatory theories to understand social phenomena” (Collis & Hussey 2014 p. 56). Social researchers adopting this paradigm focus on theories to explain or predict social phenomena applying logical reasoning to achieve precision, objectivity and rigor rather than subjectivity and insightful interpretation (Creswell 1994). These methods used in natural science researches are applied in social science researches for decades until the suitability of their application were challenged resulting in the emergence of other beliefs about nature of knowledge and the world with Interpretivism research paradigm emerging as the opposing end of the continuum. However, moving along the continuum other research paradigms exists which social science researchers could utilize (Collis & Hussey 2014).

Researching the social world either from the positivist or intrpretivist perspective should be guided by chosen philosophical assumptions which are ontological, epistemological, axiological, rhetorical and methodological (Laughlin 1995, Collis & Hussey 2014). Ontology deals with the nature of reality, epistemology is about what constitute valid knowledge; axiology is depicting the role of values; rhetorical is concerned with the language of research; while methodological assumptions is on the process of the research or nature and role of the researcher (Collis & Hussey 2014). If a researcher chooses to undertake the inquiry following positivism paradigm the philosophical assumptions will differ from another researcher that choose to investigate the same phenomenon following interpretivism research paradigm (Mohammed 2016, Collis & Hussey 2014). These differences will no doubt have ramifications not only on the processes of conducting the research but also on the findings of the studies. In addition to this problem, emerging researchers are finding it

difficult to clearly identify and chose philosophical assumptions that are consistent to each of the paradigms; thus, end up mixing the assumptions and paradigms (Musa 2013).

In the light of above, this paper describe in simple terms philosophical assumptions underpinning research in the social world and the relevant research paradigms for the assumptions. Hence, it is expected to guide emerging scholars on choosing appropriate philosophical assumptions and research paradigms which will in turn contribute to obtaining valid findings thereby making more meaningful contributions to body of knowledge. This is section one of the study; the next section is development of research paradigms and philosophical assumptions in social science research; section three is on pragmatic research approach which shares the values and attributes of positivism and interpretivism; while section four is summary and conclusion.

Development of Research Paradigms

This section discusses the development of research paradigms as utilized in conducting research studies either in the scientific or social worlds to enable us understand the historical origin of each, their philosophical beliefs and applications.

Positivism Research Paradigm

Science refers to a systematic and organized body of knowledge in any area of inquiry that is acquired using scientific method encompassing standardized set of techniques for building scientific knowledge, such as how to make valid observations, how to interpret results, and how to generalize those results (Bhattacharjee 2012). Science presumes that things and events in the universe are occurring in consistent patterns that are comprehensible through careful and systematic study and through the use of intellect aided by instruments people can discover patterns in all of nature. Thus, in science, there is strong assumption that the universe is a vast single system in which the basic rules are everywhere and the same. Hence, knowledge gained from studying one part of the universe is applicable to other parts; therefore, the same principles of motion and gravitation that explain the motion of falling objects on the surface of the earth also explain the motion of the moon and the planets (Žukauskas, Vveinhardt & Andriukaitienė 2018). This perspective of the universe and happenings in it is referred to as the natural science (Collis and Hussey 2014).

To investigate occurrences in the natural science, researchers are availed with positivism research paradigm developed by Comte (1798-1857), Mill (1806-1873) and Durkheim (1859-1971) deep rooted in the philosophy of realism (Collis and Hussey 2014, 2009). This paradigm assumes that reality is singular and objective, and is not affected by the act of investigating it. It is underpinned by the belief that reality is independent of us and the goal is to empirically through observations and experiments discover theories and knowledge in which the information can be verified scientifically (Walliman, 2001). Therefore, research under this paradigm involves a deductive process with a view to providing explanatory theories to understand

phenomena in the universe (Collis & Hussey 2014). Consequently, positivism research paradigm was the first paradigm upon which researchers based their investigations and is the only research paradigm for many hundreds of years including social scientists (Collis & Hussey 2009). Below are philosophical assumptions in general and from the view point of positivism research paradigm.

Ontology, is essentially dealing with the nature of reality (Crewell 1998) which is consistent with Burrell & Morgan (1979) who argued that ontology is concerned with the reality of assumptions on the very essence of the phenomena under investigation. However, Blaikie (2007) states that ontology entails ways of answering the question of what is reality? Thus, ontological assumption is concerned with what exist, what are the units that make it up and how does these units interact with each other? The positivist is seeing reality as objective and external to the researcher (Collis & Hussey 2014). Thus, to the social scientist investigating the social world from positivism perspective of ontology, the social world is external to the cognition of the individual and is made up of hard, tangible and relatively absolute structures. Therefore, the social world exists independent of the individual which exist 'out there' and not created by the individual (Burrell & Morgan 1979). Therefore, if reality is seen as objective and external to the researcher, the research is ontologically objective following positivism research paradigm; next assumption is epistemology.

Epistemology is a branch of philosophy concerned with the theory of knowledge and use of knowledge to understand the world around us (Jary & Jary, 2005). Its assumptions revolve around 'what constitute valid knowledge' (Collis and Hussey 2014; Hassard 1991), or about the foundation of knowledge as to how an individual could begin to comprehend the world and communicate this as knowledge (Bryman & Bell, 2007). To the positivist, knowledge is something which can be acquired by seeking explanations, predicting happenings, searching for regularities and causal relationships of the constituents' parts of that being investigated and this is consistent with natural science (Burrell & Morgan 1979). Hence, positivist believe that only phenomena that are observable and measurable are regarded as valid knowledge as researchers with this perspective are trying to be independent and objective with that being studied (Collis & Hussey 2009). Therefore, the social world can be studied and understood by applying similar principles and procedures as in the natural sciences (Bryman & Bell, 2007). Indeed, social science researchers can be objective and independent of that being researched, explain events in the social world and even predict outcomes by developing and testing hypothesis (Dunne, 2003); subsequent philosophical assumption is axiological.

Axiological assumption is concerned with the role of value in the process of conducting research. Positivists believe that the process of conducting research is value free; hence, researchers are detached and independent of that being researched and regard the phenomena being investigated as objects (Collis & Hussey 2014). The point of interest to the positivists is to understand the interrelationship of the object they are studying believing that the objects are existing before taking research

interest in them. Similarly, the positivists believe that the objects under investigation are not in any way affected by the activities of the researchers and will continue to exist after the study is completed. Therefore, a social science researcher that adopts positivism research paradigm has the same believe that research activities are value free as in natural science (Collis & Hussey 2014, 2009). Following the axiological assumption is the rhetorical philosophical assumption.

Rhetorical assumption is concerned with the language of the research as positivism adopts the formal style using passive voice. For instance, instead of writing “as part of my research, I observed a group of employees.....” the positivists will write “as part of the research; observations were made of a group of employees.....”. This is being done to portray the objectivity of the research; that rigorous procedures were adopted in conducting the research and personal opinions and values of the researcher do not distort the results of the study. Consequently, researchers in social science following positivism research paradigm will write and present conducted studies in this formal language styling (Collis & Hussey 2014, 2009). However, some literatures are perhaps combining axiological and rhetorical philosophical assumptions in Human nature (Burrell & Morgan 1979).

Human Nature is about the relationship between human beings and their environment as both subjective and objective inquiries are essentially centred on human life. From the positivists' point of view, human beings respond to situations encountered in the external world in a mechanistic or deterministic way. Therefore, human beings and their experiences are products of the environment which conditioned external state of affairs and this is referred to as determinism (Burrell & Morgan 1979). Basically, the arguments are about what determine or influences the behaviour and experiences of human beings. Determinism argues that the external environment control or influences the behaviour and experiences of human beings; thus, objective following the positivists approach to research. Hence, if a social science researcher views human nature from this perspective, the investigation will follow the positivism philosophical assumptions; the last philosophical assumption is methodological.

Methodological philosophical assumption from the positivists point is concerned with treating the world as objective being, hard, external and objective reality; hence, to understand any phenomena in this world the focus of analysis shall be on relationships and regularities between constituents' parts. In this case, the methodological issues of significance are the concepts themselves, their measurement and identification of underlying argument. This perspective, seeks for universal laws that govern and explain the reality that is being observed (Burrell & Morgan 1979). Therefore, if a social scientist viewed the world and phenomena to be studied from this perspective, the research is being approached from nomothetic methodological approaches. The nomothetic is rooted in approaches of natural sciences that focus on the process of testing hypothesis on the basis of scientific research rigors. Thus, the approach lays emphasis on established systematic protocols and techniques which are engrossed with constructing scientific tests and use of quantitative techniques in the analysis of

data (Burrell & Morgan 1979). Examples of research methodologies associated with positivism are experimental studies, surveys, and cross-sectional studies (Collis & Hussey 2014). Research is a systematic and methodological process of enquiry and investigation with a view to increasing knowledge on investigated phenomena; thus, it entails the use of appropriate methods of data collection and data analysis rigorously to answer the research questions to generate knowledge (Collis & Hussey 2009). Consequently, if a researcher adopts the positivist research paradigm, the most appropriate research method is the quantitative research method.

Quantitative research method

Quantitative research method essentially aims to achieve the objectives of quantifying variation, determine cause-effect, and describe population variables (Khaldi, 2017; Sullivan & Sergeant, 2011). Thus, the approach places emphasis on measurement, sampling, designing issues and indeed analysis of relationships between variables (Denzin & Lincoln, 2000). Therefore, it is following the confirmatory or “top – down” scientific method in which the researcher tests hypotheses and theory with data. Its ontological assumptions are objective, structural, material, and agreed upon. Epistemologically, it is based on scientific realism, searching for truth to justify empirical confirmation of hypotheses and universal scientific standards. It views human behaviour as regular and predictable and the main objective is quantitative or numerical description of phenomena to find causal explanation and prediction (Johnson & Christensen 2010). The main interest of quantitative research method is to identify general scientific laws; hence, its focus is on specific hypothesis engross in statistical and numerical measurement of captured data. The nature of observation under this research method is to study behaviour under controlled conditions based on precise measurement using structured and validated data collection instruments (Johnson & Christensen 2010).

The nature of data analysis takes the form of identifying statistical relationship among the variables (Johnson & Christensen 2010); while results obtained can be used as benchmark for comparing findings of future similar repeated study (Sheila 2009). However, quantitative research method in general is reported as having some limitations such as difficulty in controlling variables, people do not all respond in the same way as inert matter in the physical science, it tends to exclude notion of freedom, quantification can become an end in itself, it assume that facts are true and same to all people at all the time among others (Blaxter, Tight & Hughes 1996). Social scientists until the late nineteenth century are relying on philosophical assumptions of positivism and its associated research approach in conducting research (Collis & Hussey 2014). However, Kuhn (1962) argues that peoples' ideas about reality and the nature of knowledge are dynamic; thus, the suitability of applying methods of natural sciences to investigate social phenomena were challenged. This resulted in the emergence of new research paradigm argued as more suitable to social science researchers known as interpretivism (Biddle & Schafft, 2014, Garner 2015, Goldkuhl 2012, Feilzer 2009, Collis & Hussey 2009).

Interpretivism Research Paradigm

Social science is the science of people or collections of people, such as groups, firms, societies, or economies, and their individual or collective behaviours. Social sciences can be classified into disciplines such as psychology, sociology, and economics (Bhattacharjee 2012). It is also regarded as any discipline that deals with human behaviour in its social and cultural aspects such as anthropology, sociology, social psychology, political science, and economics (Nisbet, 2019). Interpretivism research paradigm deep rooted in idealism and more suitable to studying social phenomena by subjectively and intuitively interpreting qualitative data emerged from the changes advocated by Kuhn (1962). Thus, at this stage social science researchers are having two research paradigms to guide the conduct of investigations in the social world (Collis & Hussey 2014, 2009).

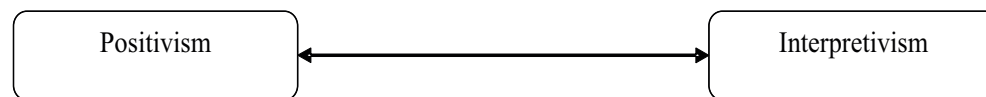


Figure 2.1: Continuum of Paradigms Adopted from Collis and Hussey (2014)

Ontology from the perspective of interpretivism denotes that reality is from within the consciousness of the individual; thus, a product of individual cognition, one's mind; thus, subjective and it is made up of nothing more than names, concepts and labels used to structure the reality. Thus, the interpretivists do not admit the existence of real structure to the world. Therefore, social reality is socially constructed, thus, subjective (Collis & Hussey 2014) and could only happen or exist within individual consciousness or human imagination (Ryan, Robert & Theobald, 2002 Hassard 1991, Burrell & Morgan 1979). This is in sharp contrast with positivists stand that reality is objective and external to the researcher; hence, these contrasting stances will have effects on how researchers investigate the social world on the same phenomena (Collis & Hussey 2014). Epistemologically, the interpretivists are arguing that the social world is essentially relativistic, hence can only be understood through participating in activities as an insider in what is to be studied, rather than being an outside observer as postulated in the natural science. Thus, from this view, social science is subjective (Burrell & Morgan 1979); indeed, this view rejected the notion that science can generate objective knowledge of any kind (Douglas, 1970b). Comparing the views of positivists that believe researchers can be independent and objective with that being studied and only phenomena that are observable and measurable are regarded as valid knowledge and the stand of interpretivists will definitely lead to obtaining varying results on the same subject of investigation (Collis & Hussey 2014).

The view of interpretivists on axiology is that researchers have values whether explicitly portrayed or not and these values help them in determining facts and interpretations drawn from these facts. This is in sharp contrast with positivists' stance that research is value free; hence, researchers are detached and independent of that being researched and regard the phenomena being investigated as objects. These opposing stances could lead to different findings and conclusions on the same study (Collis & Hussey 2014). The stand of the interpretivists on rhetorical philosophical assumption is that the processes of conducting research could be communicated even in informal style of writing. The argument being that the main objective is to communicate the conduct and results of investigations to interested parties in a manner that could be readily understood. Combining axiological and rhetorical assumptions under human nature, the interpretivists posit that human beings are creators of their environment (Burrell & Morgan 1979). Thus, human behaviour and experiences are determined and in some cases constrained by free will (Khaldi 2017) contradicting positivists' view that the external environment control or influences the behaviour and experiences of human beings (Collis & Hussey 2014, 2009). On methodological assumption, the interpretivists stress the subjective experiences of individuals in the creation of the social world; hence, the focus is on different issues being approached in different ways to understand the phenomenon. In this case the main concern is to understand ways that individuals create; modify and interpret the world in which they are located. Thus, in most cases the emphasis is on understanding that which is unique and particular to a phenomenon than of what is general and universal (Burrell & Morgan 1979). Methodologies associated with interpretivism include hermeneutics, ethnography, participative enquiry, action research, case studies, grounded theory, feminist, gender and ethnicity studies (Collis & Hussey 2014); interpretivism research paradigm is associated with qualitative research method.

Qualitative Research Method

Qualitative research method entails designing an approach to answering research questions that involves the collection of qualitative data and analyzing the data by adopting interpretive methods (Khaldi 2017, Collis & Hussey 2014). It is a method that seeks to understand people's perceptions, experiences, and even history in their natural environment (Khaldi 2017); thereby following the exploratory or "bottom-up research method" (Johnson & Christensen 2010). Thus, the main concern of qualitative research is to grab the phenomenon being investigated by understanding reasons why individuals or groups behave or think in a certain manner on particular issues (Sheila 2009). Its ontological assumptions are subjective, personal, mental, and constructed; epistemologically assuming relativism, individual and group justification and varying standards of getting knowledge. It assumes that human thought and behaviour are situational, social, contextual, personal and unpredictable. Therefore, the objectives of qualitative research include describing and explaining relationships, variables or norms, and variations (Sullivan & Sergeant 2011).

The aim of qualitative research method is to understand people as whole not parts such as what they think and feel thereby encouraging research participants to

respond to ideas and generate ideas (Sheila 2009). The method is interested in appreciating and understanding particular groups and individuals; thus, interaction between researcher and research participants is informal, flowing, dynamic, open-ended, and creative. Its focus is wide and angle lens examining the breadth and depth of phenomena to learn more about them; therefore keep changing to reflect prevailing realities (Johnson & Christensen 2010). The nature of observation in qualitative research is to study groups and individuals in natural settings; attempt to understand insiders' views, meanings and perceptions; thus, usually involve small samples of people who may be representative of the people. Data is often collected qualitatively inform of in-depth interviews, participant observation, field notes and open-ended questions (Johnson & Christensen, 2010).

Consequently, the nature of the collected data takes the form of words, images and categories; this allows searching for patterns, themes and holistic features and appreciates differences and variations in their analysis (Johnson & Christensen, 2010). This research method has its limitations which includes its subjective nature that makes it difficult to apply validity and reliability tests on results; contexts, situations, events, conditions and interaction. Similarly, the presence of the researcher has effect on what is being investigated (Blaxter, Tight & Hughes, 1996). The differences in philosophical assumptions between positivism and interpretivism research paradigms which may lead to adoption of either quantitative or qualitative research methods are presented in Figure 2.2 for further understanding.

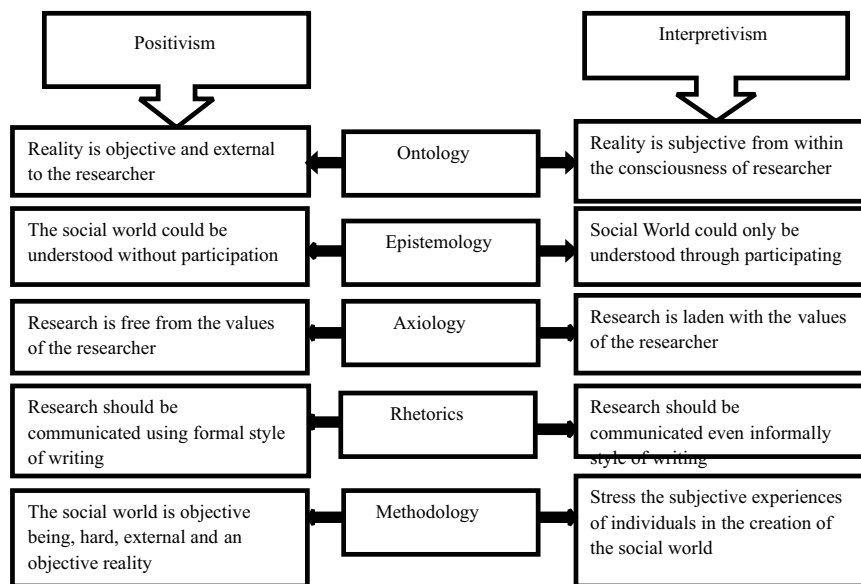


Figure 2.2 Philosophical Assumptions of Positivism and Interpretivism Research Paradigms (Source: This Study)

Above differences in philosophical assumptions between positivism and interpretivism research paradigms may lead to obtaining different results even on the same observed phenomena (Collis and Hussey 2014). This may perhaps lead to the conclusion of incommensurability of positivism and interpretivism research paradigms (Burrell & Morgan 1979, Jackson & Carter 1991). However, this argument of incommensurability of the research approaches is challenged by arguing for the combination of the two research paradigms in a single research (Biddle & Schafft, 2014, Garner 2015, Goldkuhl 2012, Johnston & Christensen 2010, Feilzer 2009). This is consistent with the position that a researcher is free to move along the continuum to discover other assumptions that could replace preceding assumptions (Morgan & Smircich, 1980) and emerging from this debate is the pragmatic approach to conducting research.

Pragmatic Research Paradigm

Beginning from the 1990's researchers started advocating for a pragmatic approach to research thereby rejecting the incompatibility notion (Morgan 2007, Teddlie & Tashakkori, 2003, Smaling 1994). Therefore, different research paradigms could be conveniently combined in a single research (Kaushik & Walsh, 2019, Biddle & Schafft, 2014, Garner 2015, Saunders, Lewis & Thornhill, 2012, Goldkuhl 2012, Johnston & Christensen 2010, Feilzer 2009). This research approach is built on the argument that research question should determine the research philosophy and that methods from more than one paradigm can be used in the same study (Collis & Hussey 2014). Therefore, the approach sees the usefulness of both quantitative and qualitative research (Saunders, Lewis & Thornhill, 2012, Johnson & Christensen 2010). The philosophical position of pragmatism is that what works is what is important or valid thereby emphasizing that what works in practice and what promote social justice is what is ultimately important. It is centred on the belief that theories, programs or actions that proved to work for particular group of people, should be viewed as the ones valid for those people. This is consistent with the central idea of pragmatists that knowledge arise out of actions, situations, and consequences, thus, are concerned with what work best in meeting the needs of researchers instead of emphasis on methods (Creswell 2003).

The ontological assumption of pragmatic research paradigm is pluralism which appreciates objective, subjective and inter-subjective reality and their interrelations. Epistemologically, the approach believe in pragmatic justification of what works for specific context and mixture of universal and community based needs and standards. It view human thought and behaviour as being dynamic, complex, and partially predictable which is however, influenced by multiple factors such as environment, free will, nature and chance. It follows the mixed methods of confirmatory and exploratory to provide complex and full understanding from multiple perspectives

(Johnson & Christensen 2010). Thus, Pragmatism is widely held as the foundation of mixed research methods and contingent to the type of research being undertaken, it can be adopted to yield better result (Pansiri, 2005). Methodologically, pragmatic approach believes on the possibility of mixing nomothetic and ideographic assumptions (Burrell & Morgan 1979, Blumer, 1969). Figure 2.3 indicates pragmatism research paradigm as a researcher moves along the continuum of positivism and interpretivism

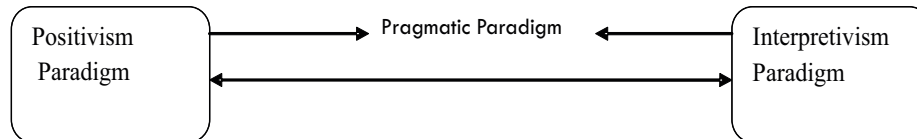


Figure 2.3: Continuum of Paradigms Adopted from Collis and Hussey (2014)

From Figure 2.3, positivists located at the left extreme end is free to move to the right to discover a paradigm that will allow for mixing of the philosophical assumptions and research methods of positivism with other assumptions and methods in form of pragmatic research paradigm. Similarly, interpretivists at the extreme right hand side of the continuum could move to the left to allow for adoption of other philosophical assumptions and research methods provided by pragmatic research paradigm. The research method associated with pragmatism research paradigm is mixed method.

Mixed Research Method

This is a research method in which the quantitative and qualitative research methods are mixed in a single research or set of related studies (Khaldi 2017, Addae & Quan-Baffour 2015, Biddle & Schafft, 2014; Macmanamny, et al., 2014). The quantitative or qualitative aspects of the research could be undertaken concurrently or sequentially all aimed at addressing raised research questions. However, the appropriateness of the mixture depends on research questions, situational and practical issues facing the researcher (Johnson & Christensen 2010). This method which is consistent with pragmatism is argued as allowing researchers the freewill to mix different paradigms useful in solving research problems. This is achieved by discarding the philosophical debate about reality and nature of knowledge; thus, off-setting of the weakness of one paradigm by the strength of the other (Collis & Hussey 2009). This pluralist approach offers the researcher alternatives to the dichotomous choice between positivism and interpretivism (Hannes & Lockwood, 2011, Feilzer 2009, Creswell & Plano Clark 2007, Morgan 2007).

Conclusion

This contributory note has demonstrated that social science researchers have been using methods of research employed in the field of natural science for decades based on positivism research paradigm with philosophical assumptions of natural science. However, understanding the social world from the perspectives of investigations in natural science was contested and social science researchers were availed with interpretivism research paradigm guided by philosophical assumptions different from assumptions under positivism. Therefore, at this level social science researchers have two different research paradigms of positivism and interpretivism from which social science researchers could choose to guide their studies. While social science researchers are free to choose either of the paradigms, the implication lies on adopting philosophical assumptions that are consistent with chosen paradigm. If a social science researcher choose to understand the social world following positivism research paradigm; then, the philosophical assumptions to guide the study must be consistent with positivism. However, if interpretivism research approach is adopted; the philosophical assumptions of the study must be in tandem with the chosen approach. This study has brought to light the two research paradigms and their appropriate philosophical assumptions in simple terms for the benefit of social science researchers especially emerging scholars. The study also highlighted an added approach to conducting research in social science in the form of pragmatic research approach with its philosophical assumptions. Therefore, choosing pragmatic research paradigm in conducting social science research invariably means investigations by social science researchers will be guided by philosophical assumptions different from either positivism or interpretivism philosophical assumptions. Consequently, it could be concluded that it is important for social science researchers to always choose the most appropriate philosophical assumptions for chosen approach of conducting research as the assumptions have influence on results of investigations which may perhaps lead to different conclusions.

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