

EPISTEMOLOGY & 8 LEARNING STYLES

FORM OF KNOWLEDGE	HERMENEUTICS	PHENOMENOLOGY	ETHNOGRAPHY	EMPIRICAL	COMPARATIVE	ACTION	RATIONALISM	CONSTRUCTIVISM
CONCEPT	Interpret Text 	Person or Author Documents Phenomenon 	Immersion Into Culture or Group 	Scientific Method, Positivism, Analytical 	Compare & Contrast Multiple Sources 	Learn by Doing 	Intuition or Intrinsic Knowledge 	Accumulating Multiple Research Methods
ORIGINS	Basis in the interpretation of the Bible or Constitution	Study of the phenomena as it occurs within the mind of the subject	Origins in the researcher living with a remote culture and becoming part of the group	Movement in natural sciences to generate studies backed by facts, data, and logic	Compare and contrast various characteristics or experiences	Movement to find pragmatic solutions to immediate problems	Recognition that living organisms are born with instincts that facilitate the survival of the species	Viewpoints from multiple perspectives
OVERVIEW	The art and science of interpretation such as scriptures, text, law, constitution, and so forth	An attempt to document one's own experience or enter into the mind of another person to have complete understanding and empathy	An effort to fully enter and immerse oneself into the world and reality of another group or culture	Research that is analytical, objective, controlled, precise, tangible, and measurable	Comparing and contrasting the features and characteristics of multiple groups	Iterative cycle where problem is diagnosed, plan is formulated, action taken, results evaluated and feedback obtained for next cycle	The human brain inherently or instinctively generates natural or innate information	Combining convention, human perception, and social experience
RESEARCHER'S QUESTION	What does the text mean?	What was your experience?	What is it like to be a part of this group or culture?	What are the facts?	How does 'this' compare to 'that'?	How do we figure this out together?	Does this make sense?	How does everything all add up?
PRO'S	Text is tangible evidence, can be read and re-read	Develops understanding and empathy in obtaining the complete story	Focus on the natural setting, large amounts of data, and the ability to generate understanding for the outside world	Tests can be replicated and the measurements can be tested	Allows for the study and critical thinking of multiple positions	Real experience, practicality, own solutions to own problems, sense of ownership	Facilitates the inclusion of intuitive and self-evident information	Knowledge is gained through multiple sources
CON'S	Text may be outdated and varied from translation, no face-to-face time, research bias	Questions not asked are never answered	Time consuming, the researchers presence may alter the experience	Can lack the 'story' behind the data, empirical studies are only as good as the data relied upon	Some situations may have limited comparability or may not be comparable at all	Incomparable with scientific method, lack of credibility, injects the facilitator's bias into the group, fear of retribution	Unsupportable and incomparable with scientific method, lack of data	May not be practical or necessary to use multiple research methods
BUSINESS APPLICATIONS	Industry Publications, Time Value of Money, Business Law, Regulations	Customer or Employee Research	Market Research	Product Specifications, Statistical Research, Financial Reports	Competitive Research	Trial & Error	Business Sense	Total Enterprise

Epistemology is understanding how you “know what you know.” Above are different classifications of learning. Find the method that you identify with most, and think about study habits that compliment that mindset. Note that there are other research methods such as “participatory” (view participants as active researchers), “ethnomethodology” (view dialogue and body language to construct a world view), “grounding theory” (assumes a blank slate to develop a new approach), “narrative inquiry” (statements by those who lived the experience) and “case study” (in-depth study of a similar condition). ©2019 Core IQ. All rights reserved.