

Executive Summary

This paper is a literature review of another particle in the form of a critical perspective that is entitled as - "The ontological and epistemological foundations of qualitative and quantitative approaches to research". This paper is meant to critically review the above - stated article to garner information and analyze the framework of research that is located in various journals and academic papers or textbooks. The analysis of research conducted depicts the culture on which it has been written. The methodology of conducting research is an integrated approach of intellectual and literary learning. The techniques incorporated while writing a particular paper need to be understood and what is a theoretical and academic perspective that empowers any research paper. The analysis of the research paper is inclusive of content analysis and critical discourse analysis. These both parameters are very important to find theoretical paradigms of techniques that reflect aspects of positivism or interpretivism. This research people will not only deliver a critical analysis of the article but also facilitate several other technical aspects to comprehend the objective of underpinning quantitative and qualitative approaches. Social research is associated with epistemological and ontological issues which are being explored through this paper.

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Introduction

This paper hovers across the article and its implications of research that is focused on discourse analysis and content analysis. The approach incorporated for these analyses exhibits contrasting over research paradigms that are constructivism and positivism. These two approaches are incorporated in any kind of research which is the central theme of the article. Another important aspect that is related to these research paradigms is their absence and unsystematic utilization for textbook research. This paper is completely analytical in terms of literature review and critically analyzing the facts presented in the article. It is quite obvious that different addressing mechanisms are utilized for quantitative and qualitative research methods. The technical level incorporated in these both methods is related to epistemic logical and ontological nuances. This can be understood that both are interrelated with each other and facilitate products of each other.

Critical Analysis

There is a philosophical distinction associated with discourse analysis and content analysis on the basis of quantitative and qualitative approaches adopted as a provisional epistemology. There are three major paradigms that compete against each other while tackling the concepts of ontology and epistemology (Irene, 2014). These paradigms are interpretivism, critical theory, and positivism. There have been numerous versions regarding the relatedness of all three paradigms with each other. One referred to pragmatism and constructivism to logical positivism or post - positivism while the other is associated with positivism among the other three. This brought focus towards a challenge for the other three. Some thinkers incorporated phenomenology, symbolic, and hermeneutics interactionism to distinguish positivism, interpretivism with critical theory. In recent times, several theorists advocated pragmatism that emphasizes the practicability of several research methods which

underestimated the importance of inquiry associated with philosophical, sociological, and educational domains. Many researchers used the terminology 'paradigm' in a generic sense. This paradigm incorporated constructivist, positivists, or pragmatic tradition to allocate a wide range of opportunities that can be inculcated for the research to make ontology and epistemology rules vital. While many researchers identified and defined parents as beliefs based on worldviews regarding the reality or nature, values, and knowledge.

From analyzing and understanding all the definitions of paradigms it was finalized that it should be associated with methodology as philosophy and methodology as technique. A scholar also emphasized the role of philosophy that can be essentially incorporated into particular research to enlighten the others for investigation. The issues of documentation and data collection are based on the top - down approach that is allocated on the basis of ontological assumptions which also gives rise to epistemological assumptions. Ontological is a Greek word whose meaning is 'to exist, that is why it is used as a social work for the things that exist. Epistemology is a Greek word whose meaning is 'to know something very well. Some scholars comprehended ontology as the nature of reality that is socially entitled as a subject of investigation. There are two elements that are specifically defining ontological positions associated with social research. They are constructivism and objectivism. Objectivism associates social entities in terms of investigative parameters towards independent reality for awareness (Mohamed, 2018). While constructivism is opposite to it and associates social entities based on social constructions specified by actions and perceptions of social actors. That's why constructivism developed into two versions that is idealism and relativism.

The ontological position of the constructivist paradigm is considered relativism which implies multiple interpretations of reality whether historically specific or locally. While some

scholars criticize relativism for being anti - foundational. The structure and process identified by the practitioner come under the purview of critical realism which is incorporated in the event of social reality. The concerns of epistemology are associated with knowledge while ontology is associated with the nature of knowledge and reality which makes it both hard and soft for personal experience and application. The epistemological purists favor the scientific model of constructivism for viewing knowledge as light. On the other hand, knowledge is considered as tangible and objective which indicates it with natural science. This concept is associated with positivism. Param on the basis of epistemological position. That's why it is found that making a choice for objective or subjective epistemology in relation with relativist or realist based ontology to deliver either quantitative or qualitative research (Al-Saadi, 2014). The concept of positivism is a carrier for social research based on the natural science model. Many scholars consider it as inadequate in science. The core of positivism has faced allegations regarding the criticism of values and moral judgments.

A realist ontologist considers reality with philosophical perspective as immutable natural laws. The role of science is important to facilitate internal validity which makes the research predictable, objective, controllable, and measurable. Subject object relationship in comparison with knower and the known. There is another issue associated with positivism is generalizability. At the same time, the concept of positivism is oriented towards experimentation which is based on top - down approach. That's why ontology is at the top while methodology and hierarchy is at the bottom. This incorporates the cause effect position for positivism. The concept of critical theory is based on historical methods that it facilitates contrast over ongoing phenomena. That's why it has been kept separately from comparison with other paradigms. The article specifically comprehended the applicability of critical theory based on cultural, ideological, economic forces, social, and values. The transformative intention the subject of production and control, which has been incorporated by positivism, is

there. That's why it is believed that knowledge comprises three cognitive components that are emancipation and freedom, prediction and control, interpretation and understanding.

Reduction and control reflect positivism while interpretation and understanding reflect interpretivism. On the other hand, freedom and emancipation are associated with critical theory.

Critical realism underpins critical theory on the basis of ontological assumptions. The prospect of research is intrusive of findings which makes ontology a dual representative of subjectivist and epistemology. Basic instruments such as action research and ideology critic can be conceptualized on the basis of emancipatory ideologies for critical theory. Qualitative research can be facilitated as a legitimate paradigm with the help of constructivism in response to quantitative methodologies for combining positivism and post - positivism. This directly relates to the fact that there are multiple realities associated with several factors of research. Certain epistemological distinctions can collaborate with qualitative and quantitative content analysis. Several types of research have concluded that content analysis acts as a borderline between qualitative and quantitative methods. This inference that quantitative approaches more because it incorporates the attributes of scientific methods that exclusively align itself to positivism. The epistemological paradigm associated with content analysis and interpretivism is based on a qualitative approach because it facilitates the advantages of social research on a quantitative basis. Logical positivism is an adopted vision of science that aims at discovering detectable patterns. This process of thinking is dynamic for social reality. This concludes that methods of quantitative content analysis and qualitative content analysis are based on relational analysis and conceptual analysis (Soini&Kronqvist&Huber& Maxwell, 2011).

It has now been established that content analysis can be deferred over qualitative and quantitative approaches while establishing the relation with discourse analysis. Thus, literary textbooks are associated with content discourse analysis that utilizes the concept of interpretive, critical, and objective paradigms. In this particular scenario, the framework of research goes beyond internal structures to include sociocultural aspects. The biggest benefit of content discourse analysis is its scientific goal which incorporates political, social, and other scientific research. The role of content scores analysis is emancipatory in the case of racial inequality, ethnicity, and cultural depictions. The analysis of textbooks begins with cultural understanding to define binary opposition. The approach utilized by content course analysis is based on deduction signifying the attribute of positivism. The responsibility of content discourse analysis is to develop the argument for discovering new patterns and relationships among different categories of inductive processes that significantly end with interpretivism and constructivism. The necessity of internal validity is somehow oriented towards personal experience and subsided knowledge structures. The grammatical and syntactic orientation of different elements in the research paper contributes informative expressive objectives of the research.

Research Methodology

The research methodology incorporated in this paper is the Delphi method. In this method, several opinions and information is collected and categorized to facilitate common perceptive information. Similarly, this paper contained the opinion and information of several researchers and scholars primarily sourced from the article selected for the review. The prospective understanding of the adopted research methodology is its applicability and usability according to the requirement (Muntaner & Dunn, 2021). The literary knowledge and intellectual expertise associated with several elements of research and its analysis have been

extensively utilized in this paper as well as the primary paper. This methodology delivers systematic and structured approaches to researching and analyzing.

Recommendation

The paper was extensive and conducted a critical analysis of the selected article, so there isn't any practical recommendation associated with it. The portion of recommendation can be stated in the form of conclusive information obtained from the article as a resource for understanding and learning in future prospects. It has been established that the optimum framework for research required for analyzing textbooks can be pragmatically facilitated by content discourse analysis. This means that whenever the textbook analysis is needed, the approach should be content discourse analysis. For better clarity and philosophical entanglement, several epistemic logical instances should be incorporated in the textbook analysis in order to distinguish between text dialogues and social processes. This also establishes the fact that content discourse analysts should consider all kinds of epistemological claims to confluence positivism. The primary objective should be investigating the information and signifying meaningful results to answer the question, predicting the situation, and controlling (Vandamme, 2021). The techniques and methodologies associated with emergency sociological structures of assumptions should not facilitate discriminatory methodological biases. That's how contained discourse analysis facilitates systematic and effective techniques for subtle analysis of the text. This ideology of CDA should be drawn from literary theory by tackling deconstruction on the concepts of structuralism.

Conclusion

The objectives of the literature review and its critical analysis is to comprehend the elements of the selected paper and find fruitful information in a crisp manner. The purpose of

this paper is to diversify several parameters in elements associated with research methodologies in terms of a wide range of paradigms. This paper went across several elements focusing on major paradigms of research analysis. The categorical distinction of analysis for content analysis and content discourse analysis is significant. There were several elements that were associated with concepts utilized in the research paper, namely epistemology and ontology. The primary reason being the foundational element of this paper is to find the effectiveness of the qualitative approach and quantitative approach while conducting any research. The chosen article is completely focused on the same topic with no interference. There were several elements in the original article that debate social research with the association of epistemological and ontological issues.

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