

Research | Practice  
Practice | Research

TOROA TALKS – series 01 – 2019



# TOROA TALKS – series 01 – 2019

## TOROA TALK 1.1

The “problem” of practice in research.

## TOROA TALK 1.2

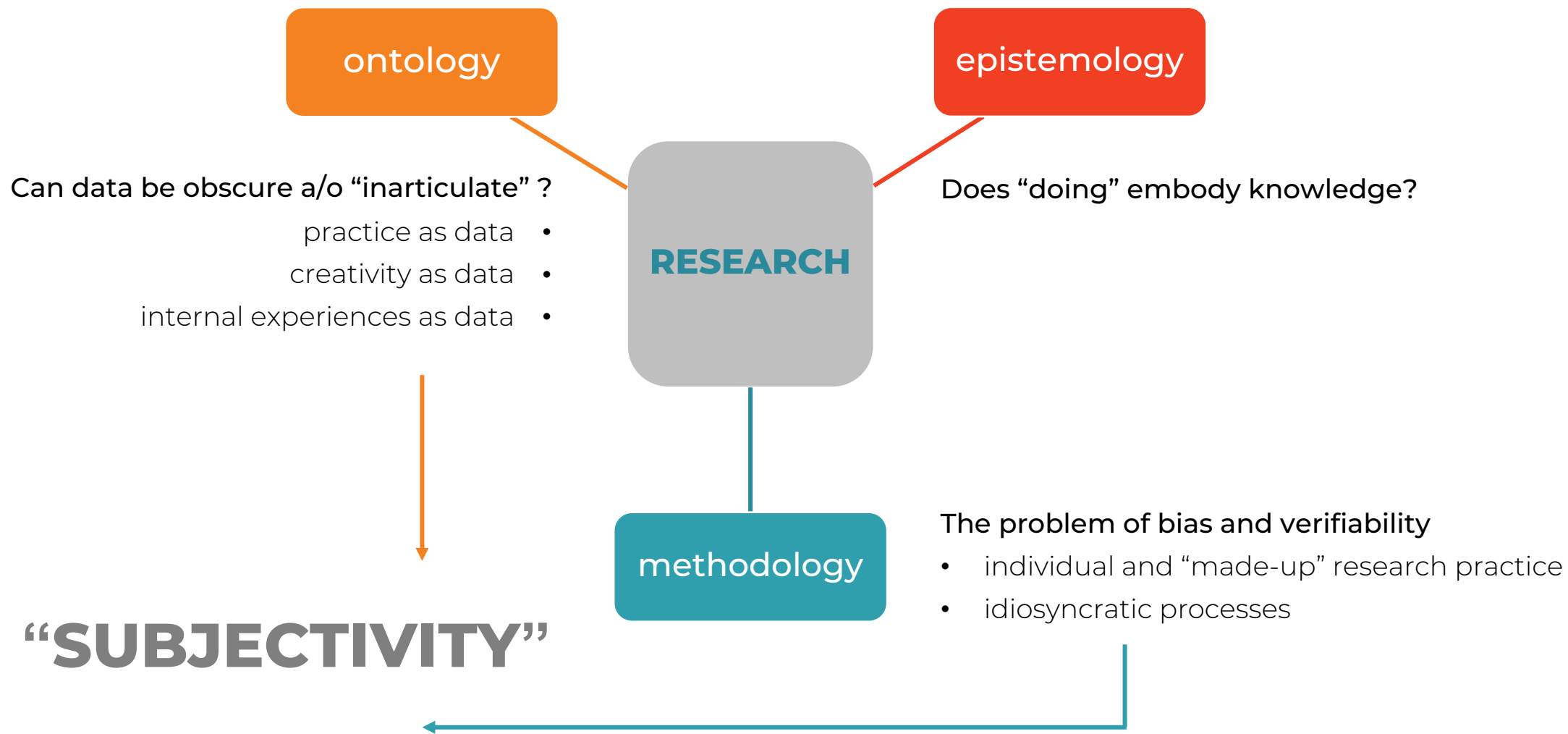
Eccentric researchers, quirky processes, and the issue of subjectivity.

## TOROA TALK 1.3

Approaches to practice-based research design.

## TOROA TALK 1.4

Practice in various research disciplines and their methodologies.

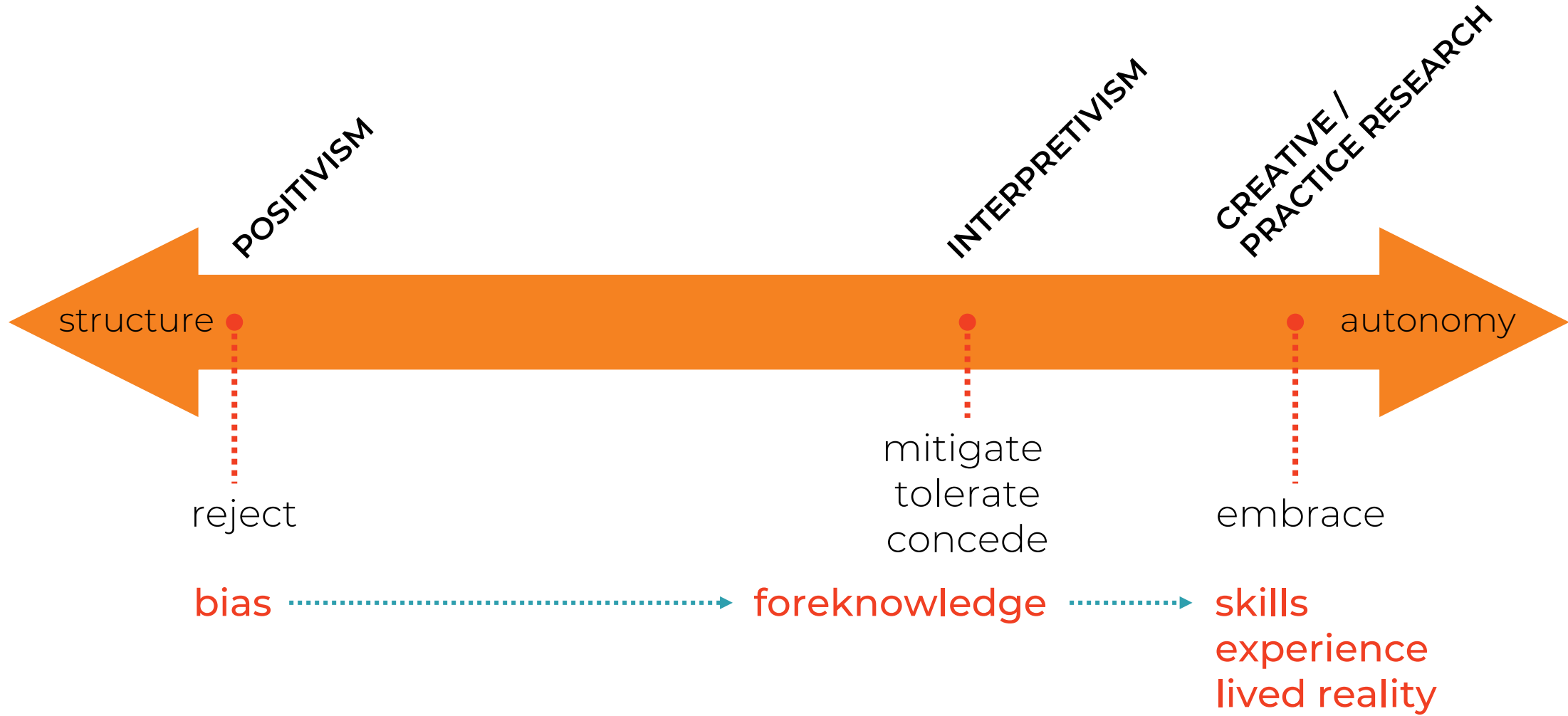


# SUBJECTIVITY is WHAT???

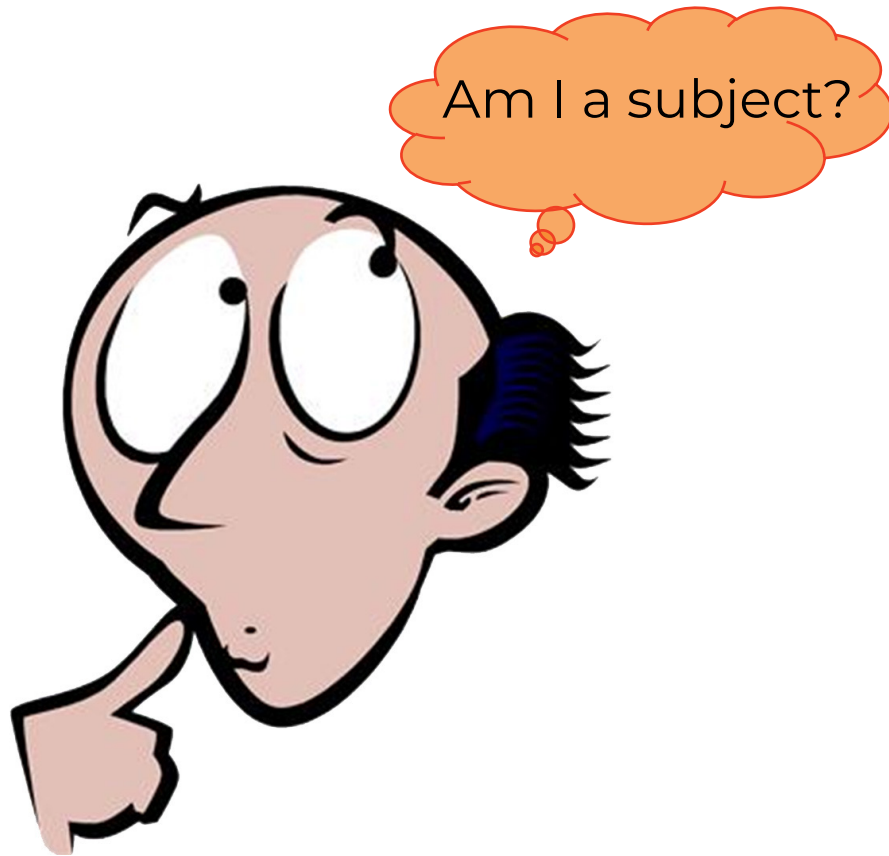
- Pertaining to the subject, the “self”
- The opposite of OBJECTIVITY
- Perceived reality
- Individual feelings, perceptions, beliefs
- Personal opinion
- Not fact or evidence-based
- Bias

Consciousness  
Agency  
Identity  
World-Self Relationship  
Self-Expression  
Sense-Making  
Knowledge  
Research

# SUBJECTIVITY IN RESEARCH



# SUBJECTIVITY IN RESEARCH



## Subjective...? Who...? What...?

- The researcher?
- The research topic?
- The research process?
- The data?
- The findings?
- The discipline?

# SUBJECTIVITY IN RESEARCH

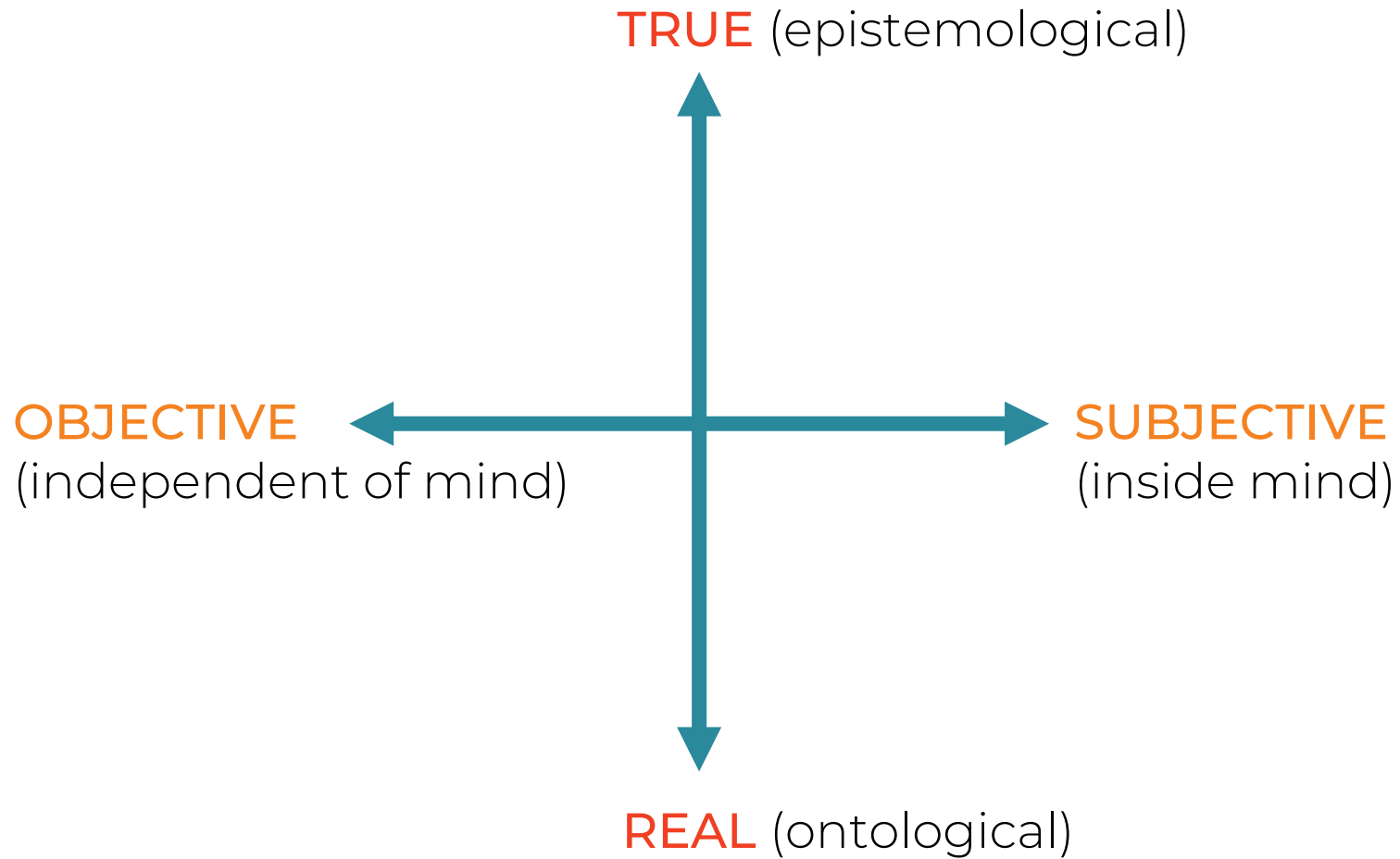


Subjective...? Who...? What...?

ontological = **is it real?**

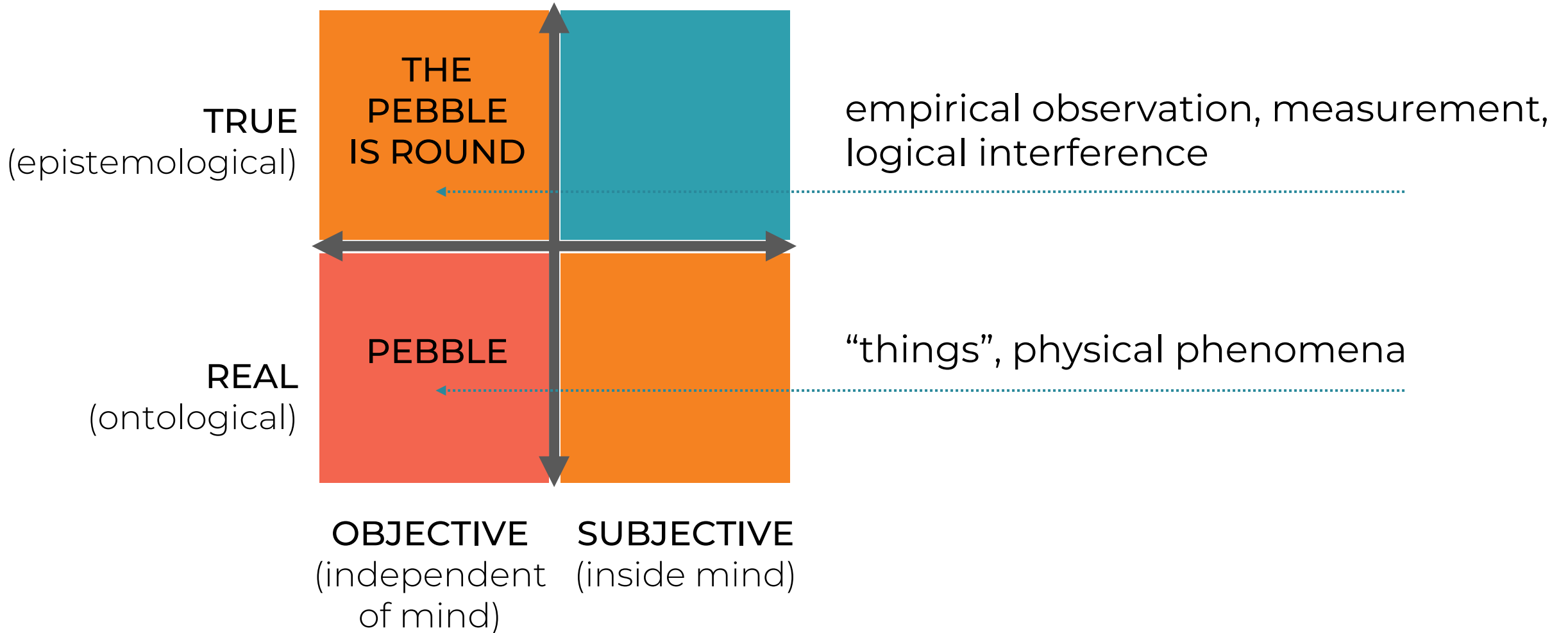
epistemological = **is it true?**

# UNDERSTANDING SUBJECTIVITY

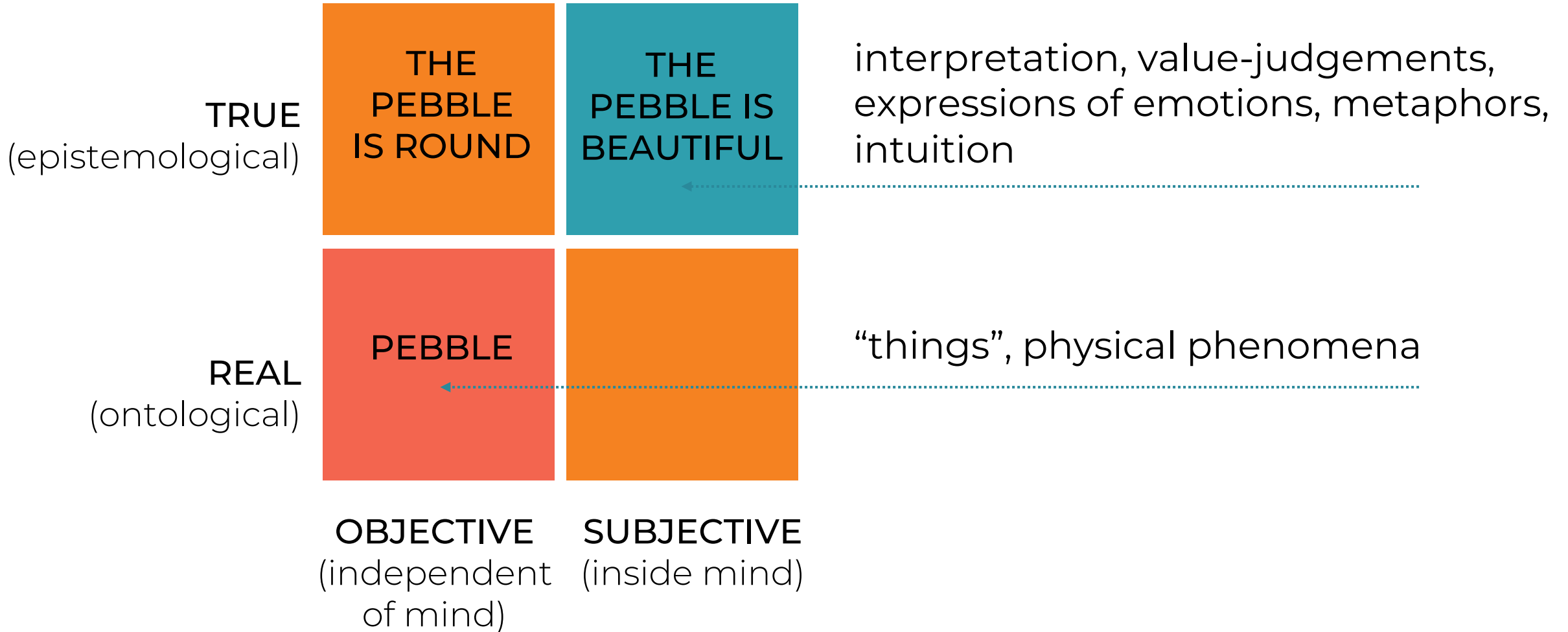




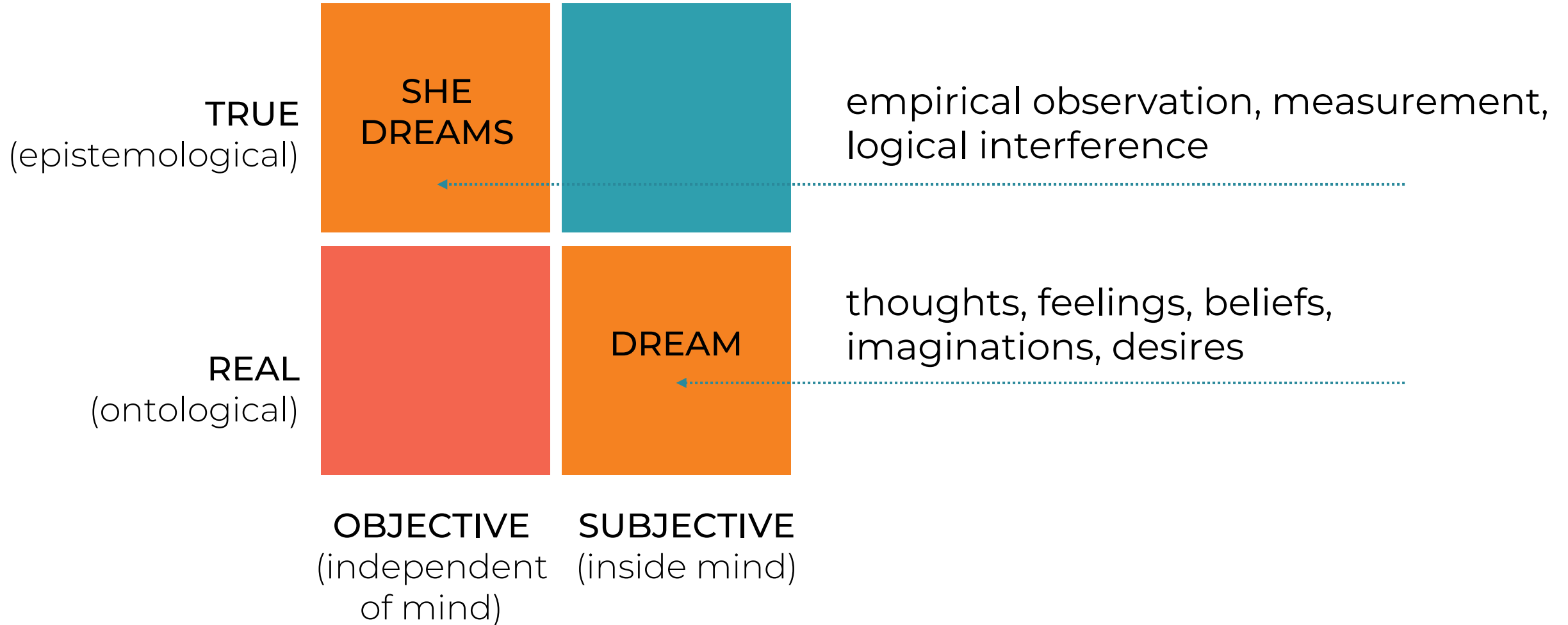
# UNDERSTANDING SUBJECTIVITY



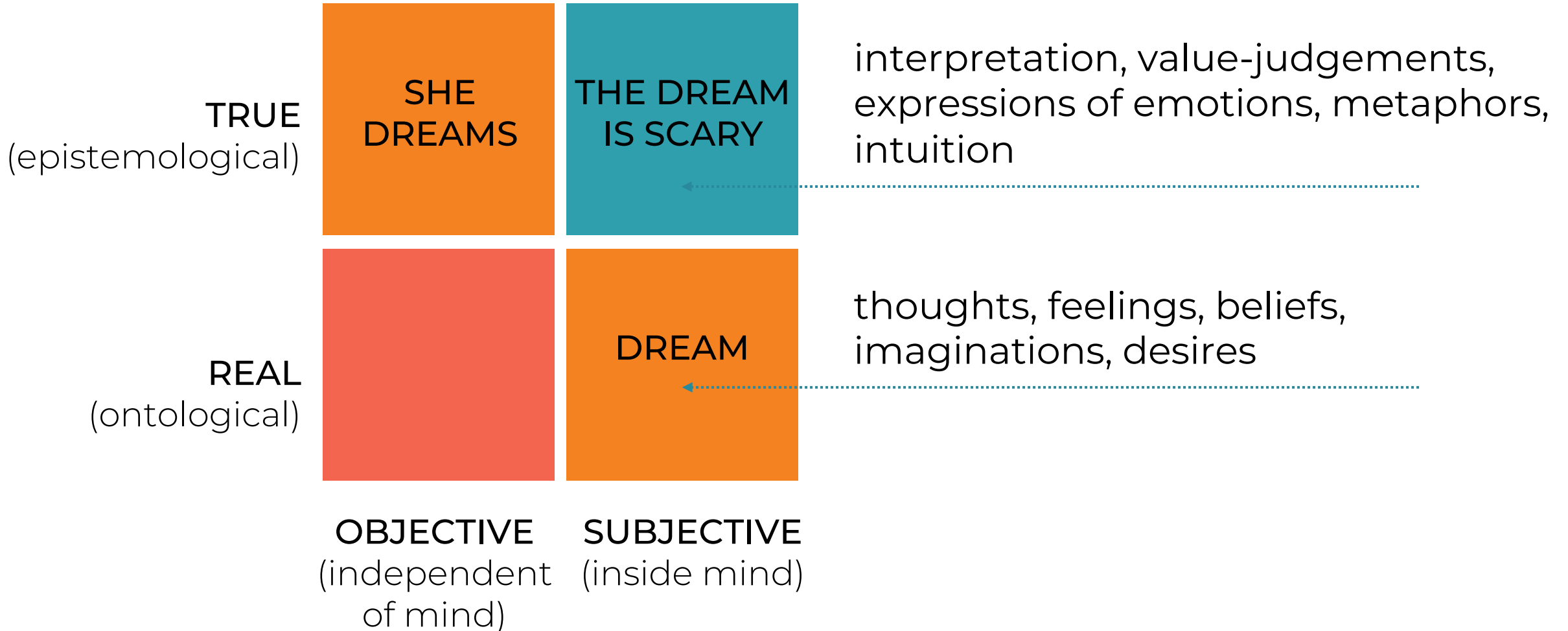
# UNDERSTANDING SUBJECTIVITY



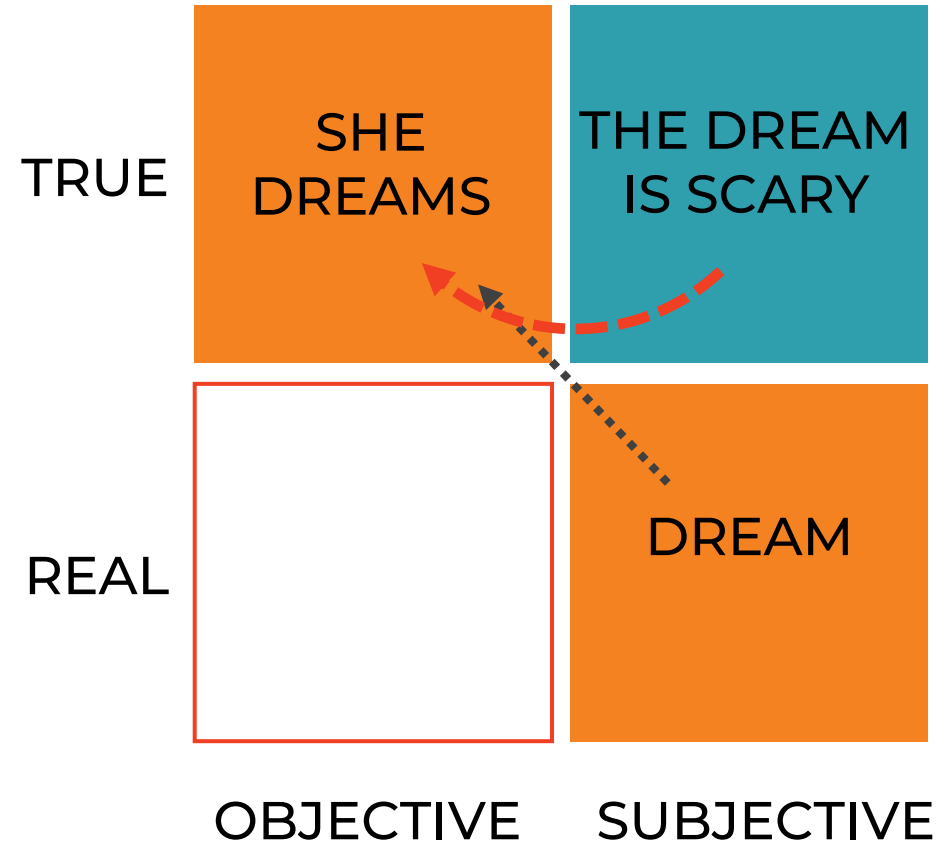
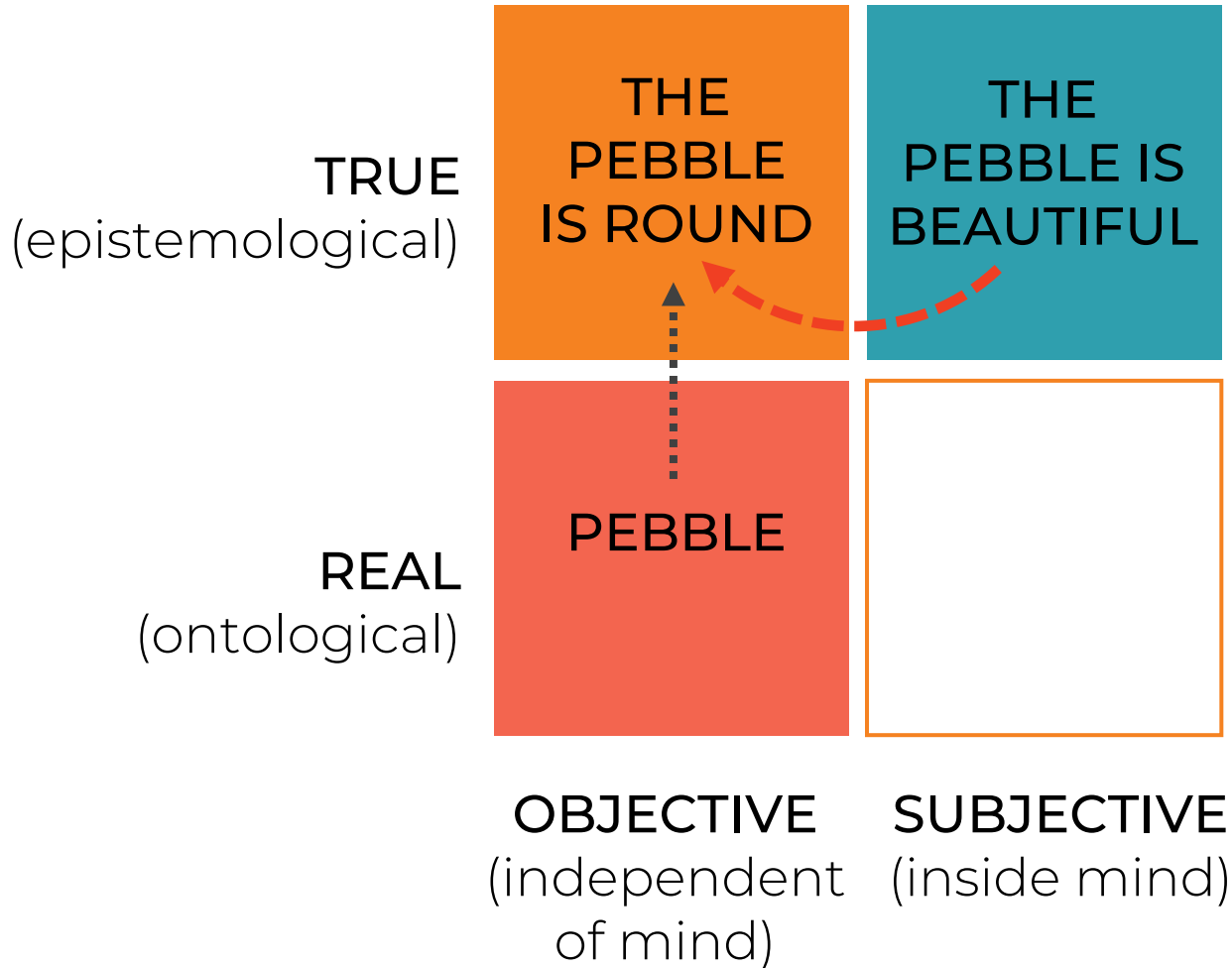
# UNDERSTANDING SUBJECTIVITY



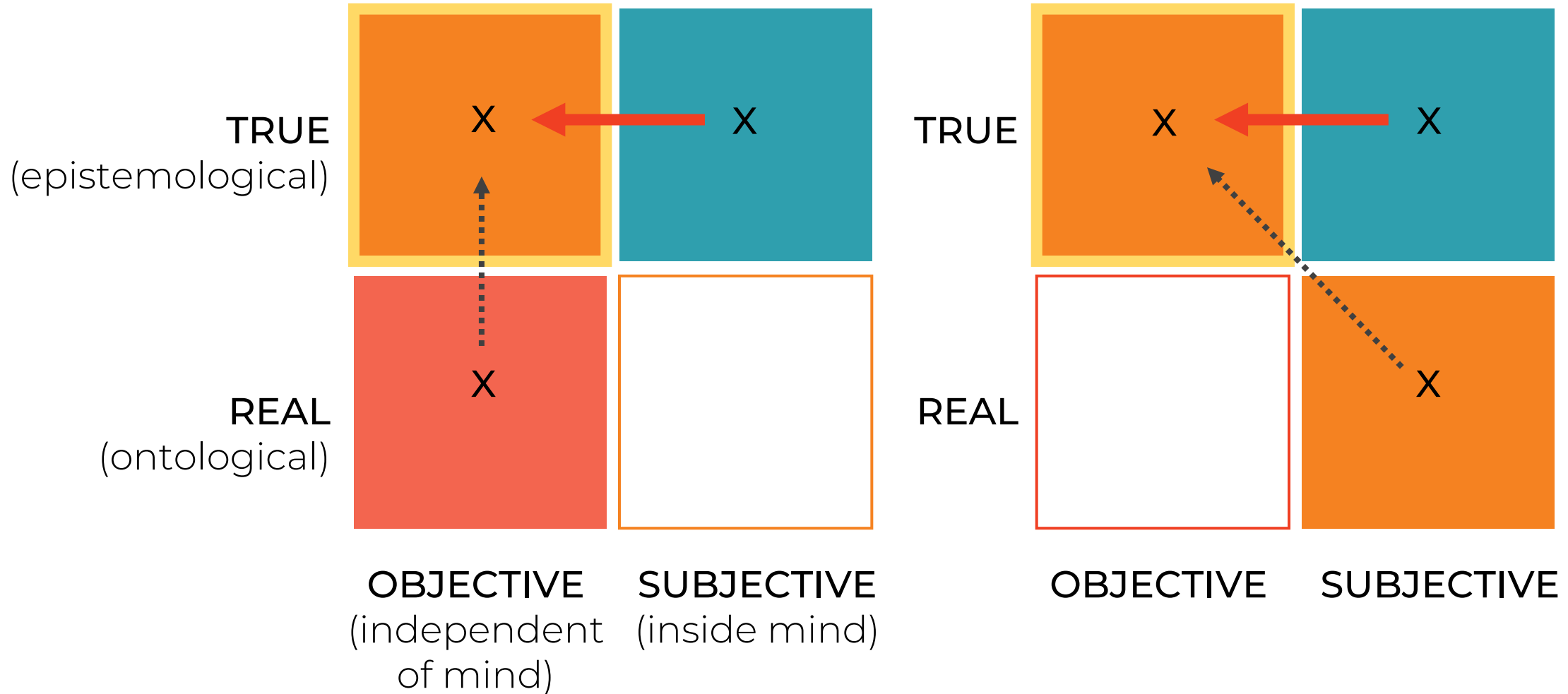
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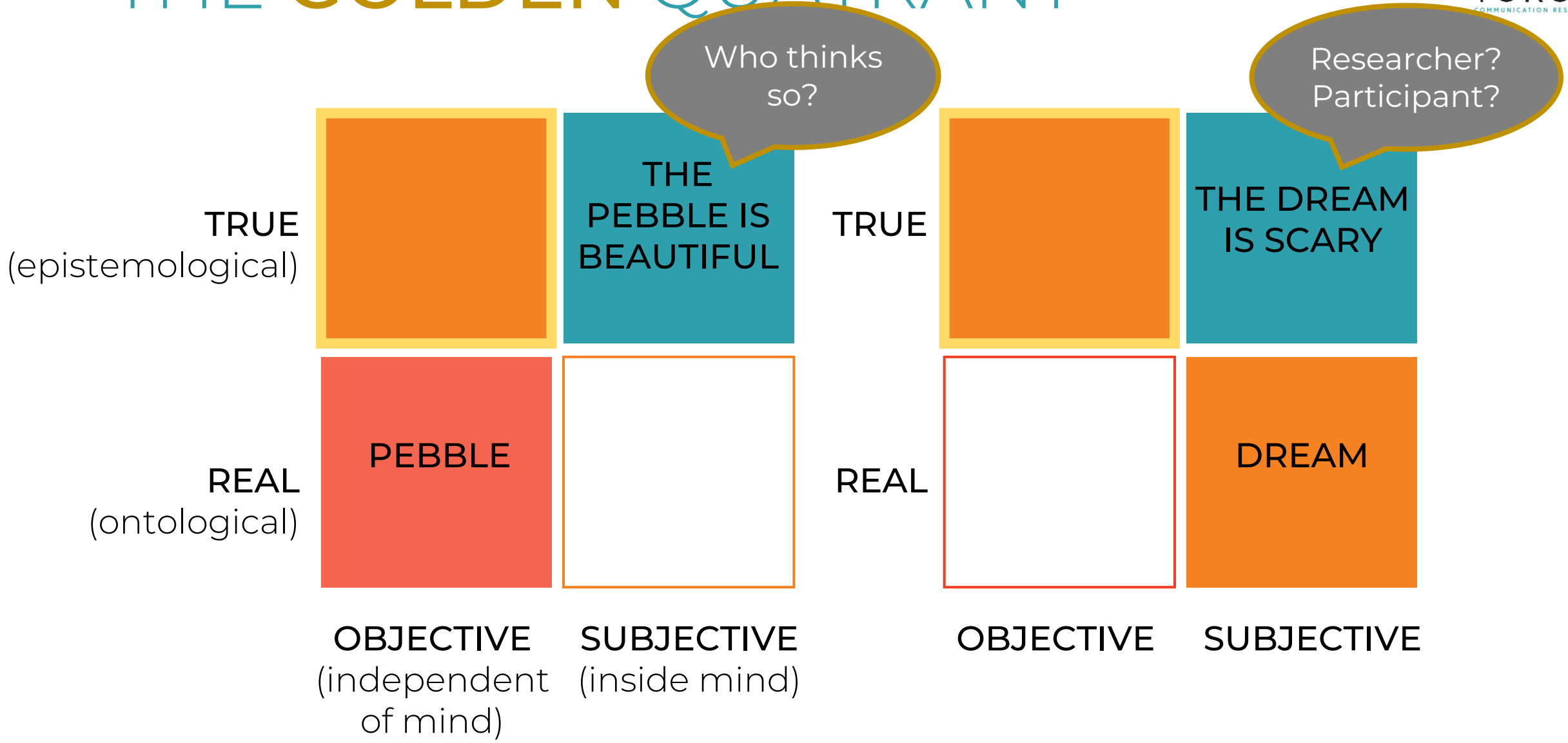
# UNDERSTANDING SUBJECTIVITY



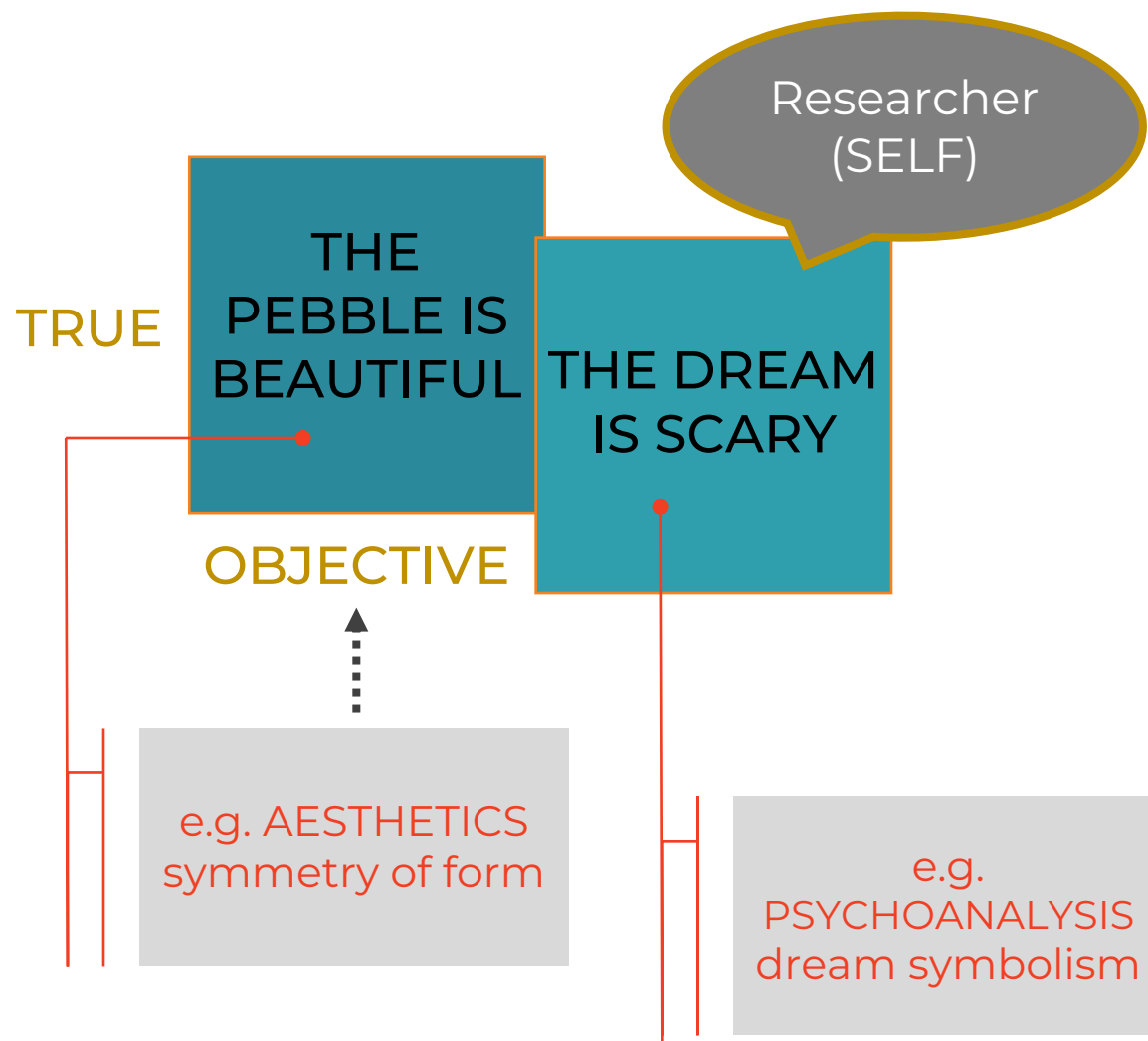
# THE GOLDEN QUADRANT



# THE GOLDEN QUADRANT



# CLAIM THE GOLDEN QUADRANT!



**External (objective) evidence or arguments are required!**

- Use existing theories, concepts, models to argue your point.
- Conduct a study that evidences your point.

**PURE ARGUMENTATION IS NOT RESEARCH (NO DATA)!**



# CLAIM THE GOLDEN QUADRANT!

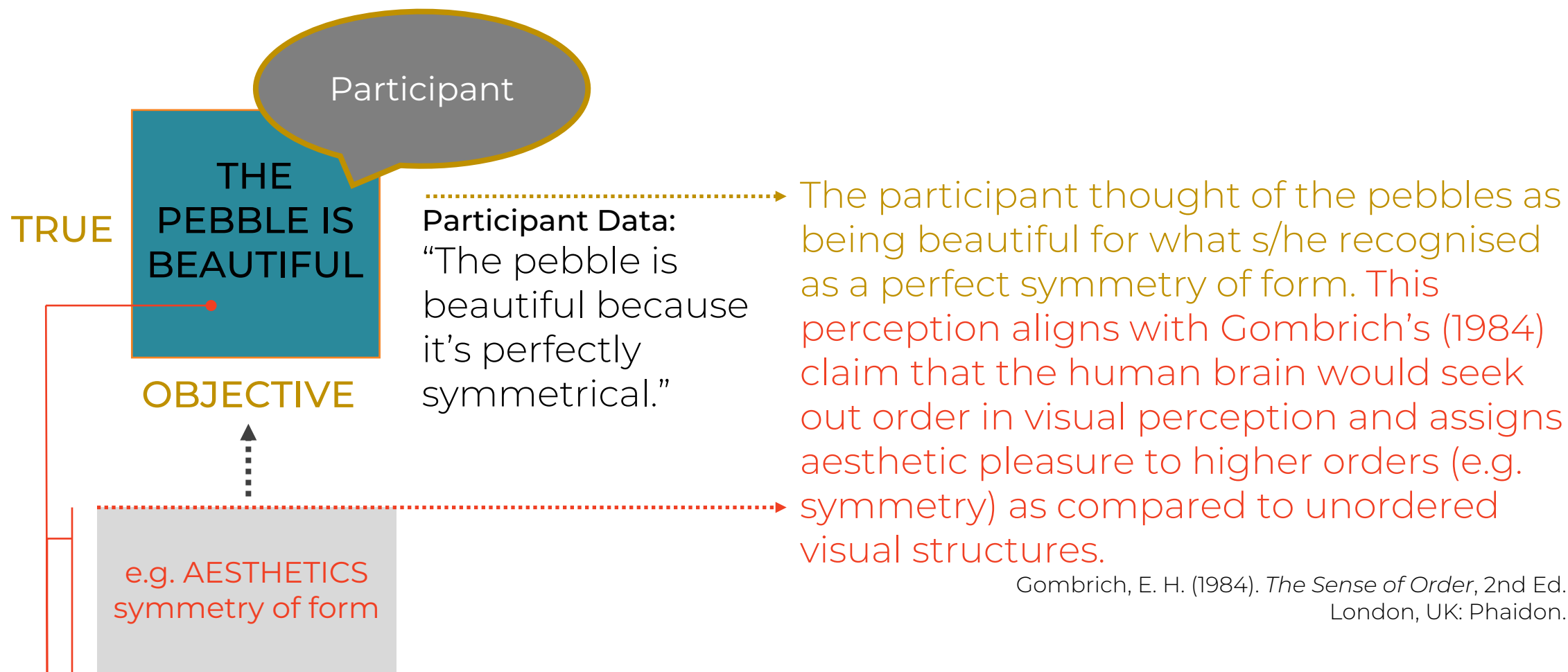


**External (objective) evidence needs to be explicated!**

- Data means to provide external evidence.
- Use existing theories, concepts and models to **enlighten** your data.

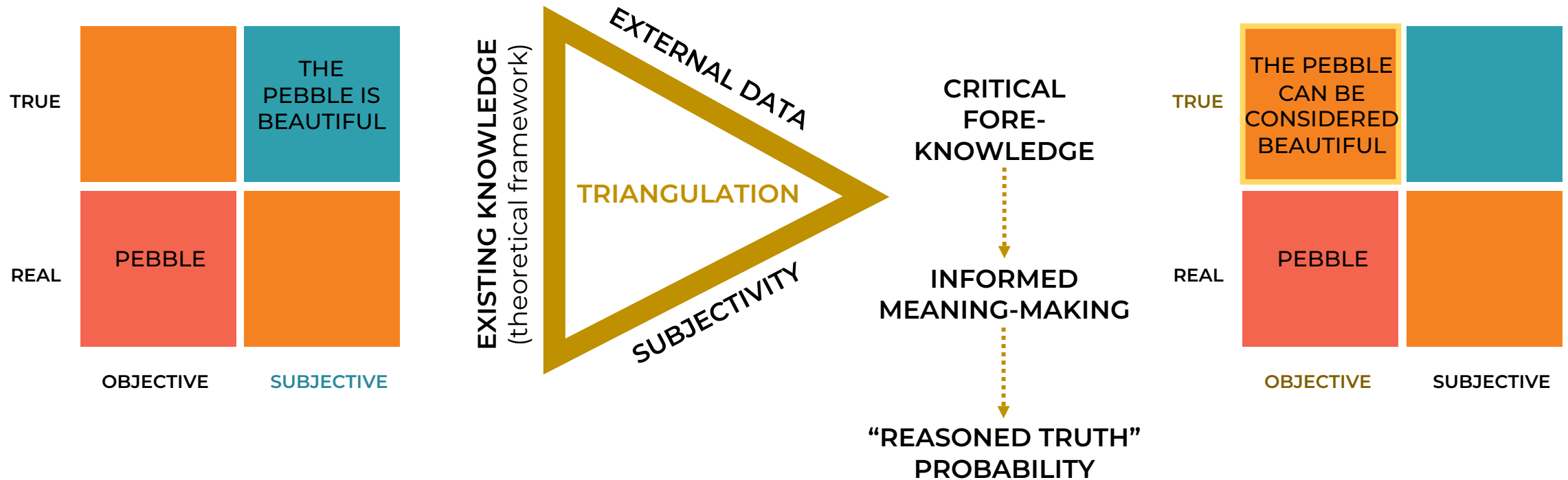
**“TRIANGULATE” DATA WITH THEORETICAL FRAMEWORK.**

# CLAIM THE GOLDEN QUADRANT!



Gombrich, E. H. (1984). *The Sense of Order*, 2nd Ed. London, UK: Phaidon.

# USE THE GOLDEN TRIANGLE!





Qualitative methodology recognizes that the **subjectivity of the researcher is intimately involved** in scientific research. **Subjectivity guides everything** from the choice of topic that one studies, to formulating hypotheses, to selecting methodologies, and interpreting data.

Ratner, C. (2002). Subjectivity and Objectivity in Qualitative Methodology. *Forum Qualitative Social Research* 3(3).



*knowledge-producing  
subjectivity* (Strange, 2012)

*conscious partiality*

(Miles & Vandana, 1997)

critical subjectivity

disclose and  
problematise  
subjectivity !

SUBJECTIVITY  
IS AN ASSET.

# THEORY-IN-ACTION

Theory is **modified** by practice,  
not just  
practice **informed** by theory.