

The background of the slide is an abstract composition of diagonal stripes in various shades of blue and white. These stripes are set against a fine, light blue halftone dot pattern. The stripes radiate from the right side of the image towards the left, creating a sense of depth and movement.

Paradigm

A PARADIGM

- **MAY BE OPERATIONALLY DEFINED AS A FRAMEWORK OF EPISTEMOLOGICAL ASSUMPTIONS AND METHODOLOGICAL PROCEDURES THAT GOVERN THE CONDUCT OF INQUIRY AND THE INTERPRETATION OF DATA**

- **ANY THEORETICAL KNOWLEDGE THAT IS GENERATED WILL BE CONSISTENT WITH THE VIEW OF “REALITY” THAT THE PARADIGM ENDORSES**

■ **PRODUCTION OF THEORIES
FROM WITHIN A PARADIGM
REFERS TO “NORMAL SCIENCE”
WHICH USUALLY TAKES THE
FORM OF “PUZZLE SOLVING” IN
TERMS OF THE DOMINANT
PARADIGM**

**■ PUZZLES WHICH PERSISTENTLY
DEFY SOLUTION WITHIN THE
TERMS OF THE PARADIGM
BECOME “ANOMALIES”**

■ A STATE OF “CRISIS” THEN DEVELOPS AND THE PRESSURE IS TEMPORARILY ACCOMMODATED BY “EXTRAORDINARY RESEARCH” WHICH, IF SUCCESSFUL, PRODUCES A “REVOLVUTION” THAT IS A “PARADIGM SHIFT” OR RECONCEPTUALIZATION WHICH PAVES THE WAY FOR THE EMERGENCE OF A NEW PARADIGM

CARR AND KEMISS – NOTE THAT THEY ENTAIL:

- **“....changes in the conduct of research that are so fundamental that the nature and scope of the whole enterprise are perceived in an entirely different way. Not only does “normal science” and its “puzzles” change; so also does the way in which (a) research community interprets “reality” and defines such notions as “knowledge”, “theory”, and “truth”**

PARADIGMS ARE CHARACTERISED BY MODES OF RATIONALITY

- **DIFFERENT MODES OF RATIONALITY
REPRESENT DIFFERENT
PROCESSES OF INQUIRY AND ARE
DETERMINED BY SPECIFIC
KNOWLEDGE-CONSTITUTIVE
INTERESTS.**

**■ DIFFERENT KINDS OF
KNOWLEDGE ARE CONSTITUTED
BY PARTICULAR HUMAN
INTERESTS THEY SERVE**

■ **KNOWLEDGE IS ALWAYS
CONSTITUTED ON THE BASIS OF
INTERESTS THAT HAVE GROWN
OUT OF THE NATURAL NEEDS
AND DESIRES OF THE HUMAN
SPECIES IN SPECIFIC
HISTORICAL AND SOCIAL
CONTEXT**

**■ KNOWLEDGE, THEN, IS THE
RESULT OF HUMAN ACTIVITY
THAT ARISES OUT OF NATURAL
NEEDS AND INTERESTS
REFERRED TO “KNOWLEDGE-
CONSTITUTIVE INTERESTS”**