

## 4.3 The Impact of a Philosophical Worldview

You don't need to explicitly identify your particular worldview and say something like, hey, I subscribe to the correspondent's view of the world, or I'm a constructivist. You don't need to do that. But within each project, we should think about whether we are out to test a theory and measure some objective truth, or are we going to take a more inductive approach and one that incorporates the subjects and their views of the research process. In reality, in a particular project, you might do a little bit of both.

The important takeaway is that we should be deliberate with our design. And we should think about the consequences of the design decisions we make. Do we think that all our interactions with subjects or our customers occur in a sterile environment? Or do we think that who the subject talks to in our organization will influence their experience and the data you collect from them?

Similarly, do you think that we could approach data science from a kind of white lab coat objectivity? Or should we think about how the experiences of the researcher could affect the interpretation of what they observe?

Now, even if you deal exclusively with machines, you might think, hey, none of this applies to me because I'm looking at production lines or trying to predict machine failure. I don't have to worry about this post positivist constructivist stuff. OK, but I challenge you in the following way. Once you come up with whatever insight you derive from your research, you'll have to persuade someone to make a decision.

Now, this is moving a little bit away from the philosophical worldview of research. But I would encourage you to acknowledge other people's lived experiences and incorporate them into the message you deliver because someone else will have to act on the insight you provide. The more mindful you are of people's backgrounds, the more effective you will be at changing behaviors.