

The interpretative paradigm in Online-Research

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Large agreement prevails over the fact that the social world is constituted by the actions of its members. Thus social facts are concrete actions, since a reflexive relationship between social structure and acting prevails. Quantitative social investigation prescribes standardized procedures, but they only allow a very reduced recording of social reality. A standardized and therefore highly standardized data capture can not always fulfil the conditions of the more complex context character of sociologically investigations and subjects. Consequently we need context-related procedures which are flexible and appropriate for the situations. So they put it in concrete terms.

Corresponding to the inconsistencies of social reality, the case study SIGMA (a virtuell organization) is open and flexible, since the actors manage reality through interpretation and negotiation again and again. Thus social acting of their workers is determined to access to the reality of SIGMA; thereby facts of SIGMA win (more objectively) reality that they are designed over the attributing of meaning of the actors.

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