

A CRITICAL REVIEW OF POPPER'S PHILOSOPHY UNDER SOCIAL THEORISTS' LENS

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ABSTRACT

The article approaches Karl popper's Three World context with reference to the brief meta-analytic critical review of research papers and text materials written by previous authors. The main theme was to gauge the empirical overview of contextual dimension of social research and development of social theories. It has been witnessed that in Indian Social research context, the popper's philosophy is well suited and can provide great insight for its objectiveness and empirical justifications.

Keywords: Philosophy, Karl popper, Empirical, Research

Introduction and Overview:

Economists Fall in love when rational individual indulge in perfect markets....." By Prof. Neva Godwin from Tufts University, USA

Economists have evolved from Capitalist philosophies where demand and supply lead to equilibrium prices. This "equilibrium" prices always assume that consumers and producers remain "satisfied" rationally. Now, rationality in terms of economics means maximizing the individual benefits. Is economics science ignore human sentiments, cultural and social affinity towards serving society?

To answer this we sadly do not only need aggregate economic numbers like GDP growth, Credit/GDP growth and macroeconomic relative aggregates. But, firstly, acquisition of what is the level of generic satisfaction one gets from consuming a product or service. What should be right definition of the Price? Is price a sacrifice or reward? If it is sacrifice, are costs of emotional deterioration also incorporated while producing a product or if it is reward then is the re-ward purely emanating from material costs or does it take the context of larger interests of collective satisfaction of society.

According to Krugman (2008) modern economic theories revolved more on consumption because for them work was always undesirable than consumption in terms of enjoyment of not producing but consuming the material product.

According to contextual economists, maximizing once well-being is not same as maximizing the utility.

Popper's philosophical relevance:

Ivan (2013) stated that economic wars had led to different pace of global markets but there has been a serious issue in terms of values and culture among individual/community/nation. For perfect markets symmetric information must be discharged but if this happen then MNCs will lose their competitive advantage. In today's world information is the key and that is how countries strive to achieve economic security.

Watson Institute of International studies had critically claimed that biggest economic security concern is of turning to be failed state stems from when state lost control to stabilize social order and progress.

In the field of social sciences validation of social theory is explicitly easy but testing or falsifying it is extremely difficult. Wallis (2008) went on to prove that empirical falsification is difficult in management theory since it required multiple influences. Another problem with validation of social theory is that if we try to put a theory which emerges from large theory, for instance, contextually the academic institutions of varied disciplines own their own theories and therefore its Val- 4 ideation to the larger society including various other non-academic institutions per se will be a daunting task.

The idea of putting Popper in terms of theoretical validation is that since empirical/applied tests are to be validated under Worldview, i.e. through different theories emanating from different disciplines (Skinner, 1985).

Popper's Three Worlds:

Popper's theory was to continuous strive towards falsification through multiple attempts. According to the three World's proposed by him namely Physical (World 1), Emotional/Conceptual (World 2) and Theoretical (World 3) confining his pluralistic approach. Morgan (1996) discussed that why Popper's philosophy work perfectly when he extend his ideas of objectivity and subjectivity for explaining the validation of the theory. For instance, rather than having objectively defined path to validate a theory A and B. We need not have to pass from A to B, in case of Human entities, both A and B can collaborate and can work together, there can be 'mutual causality'.

Unlike Management theories, the Physics theorem's like Ohm's law are dependent on axioms, and since these axioms are co-defined hence the axiomatic severability only work with W2 processes. It is conceptual sense of righteousness together with empirical tests or knowledge which generate the theoretical validations.

Further, as shareef (2007) noted that Popper's philosophy simply defines better degrees of truth at each form of theory. We may have same theory, same emotional feelings or sense of righteousness but one carrying the higher degree of knowledge proves to be better. Thus quantitative level bring validation much more easily.

As a Business educator, however, the theory remains factual/empirically robust, even conceptually robust (sense of truthfulness is high) then there is possibility of improvement from its previous versions. Hence, under this dimension of Popper's pluralistic three world, an Internal (emotional or conceptual validity), and external (empirical/factual validity) must be in concurrence to provide validity to a theory.

Coming to the Pricing model framework in Economics, for external validation robustness of factual data, and right pricing methods/tools can provide external validity, but without internal validity i.e. getting the critical acceptance of the significant experts i.e. under the same domain of knowledge and emotional/conceptual wisdom only then and "improved" pricing technique get into the stage of falsification of earlier established pricing theories. Therefore, under Popper's Theoretical fallacy under Business Education, new and improved theories need considerable period of time. It should get published in acclaimed Journals, must be adequately cited and should later be awarded and then only its validation in terms of contribution to pre-existed versions of theory becomes possible.

Are the Popper's three Worlds a sequential process?

We can critically examine, that is it that only theory generates new knowledge, or knowledge also generate new theories, together does the role of W2, i.e. sense of acceptability on empirical phase is essential only to link knowledge with theory or does emotional or individual sense of rational dimension also had a role. For this Nonaka (2005) explained that Popper's three Worlds are actually shaped as "Triple helix" i.e. all three worlds are inter-woven as DNA-type spiral relationship where earlier notion of knowledge leads to theory or theory leads to knowledge both can be exist in creation of larger and better theoretical constructs for future.

Burnham (2011) explained the Popper's falsification by illustrating difference between isolated fact and generalization. For instance, if I say it is raining today, it is an isolated fact, But its rain mostly in this season is a generalization, this is how we develop inductive approach from Isolated facts leading towards generalizations,. But with Inductive logic, the outcomes can lead to incorrect generalizations. Like if cat avoid hot stoves, then later she will start avoiding all the stoves.

Inductive logic is supported by conformists not the one who rejects. For examples, a Drug proved effective for one set of patients and not to others. Can you only validate by taking into account the vital statistics of well-treated patients. For business context, can spreading positivist's attempt of one advertising strategy on improved sales thereby adding new customers only justify the validation of

effectiveness of new advertising strategy? What about the customers who were once with us but separated, or the one we wish to tap but couldn't or what about those who were interested in the past but because of new advertising campaign misaligned. Are our set of experts who approve our advertising strategy also include traditional advertising practicing managers, students, professors, few loyal customers, competitors. And if they all agreed that what is presented now in form of improved advertising strategy is unique, and it has shown or considerable period of time in the past a uniformly good results. Then to an extent, from Popper's 3 World concepts, a New Advertising model or theoretical model has been established.

So continuously striving to prove your hypothesis by testing against several pre-existing theoretical constructs is what is termed as "Critical rationalism". Hence, as Empirical researcher be ready to accept the most severe and harshest criticism in your path of falsifying the pre-existed theories.

According to Popper's philosophy the society should be allowed to have free debate and criticism. Unless, criticism does not happen, no new scientific discovery will be validated and prove beneficial to the world at large.

Popper's attack on Evolutionary Laws?

Hull (1999) criticized Popper reinstating on the inability of evolutionary theorists to test the arguments say in case of Theory of natural selection. Popper initially said that theory of natural selection is difficult to test but not impossible. Different sorts of arguments from popperian view and evolutionary biology like phylogenetic trees. Popper also viewed that "Trends" in case of development of social structures from its most primitive type cannot be classified under evolutionary laws. What was worth appreciating in the Hill (1999) work was that Popper's metaphysical or non-science aspect also distribute well with the logic of evolution of organizational structures.

Malard (2003) described how learning by example and learning by repetition by quoting Bach's and Beethoven's music, according to Popper, Beethoven music was more for his own consumption and its external validation was very weak hence it does not contributed well. While, Bach's music was more objectively defined, and people learned easily with trial and error. Hence, taking a big cue, it can be learned that Business education research must be first objectively clear to make it external validated, and then the empirical or conceptual constructs drawn due to creativity can be easily sensed, leading to the larger acceptability or critical generalizations.

Ending remarks:

Karl Popper and his contemporaries of his time took challenges in terms of industrial economy, because the Rationality in decision making was questioned, Popper three World discussions in his earlier work

based on Objectively defined goals, conceptual acceptance through experts is indeed a path towards creating new theories in Management and other areas of social sciences. Popper stress on Truth and one must seek truth in developing any models or tools in ascertaining better analysis of future.

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