

Evidence logic Notes

TOPIC: Evidence-Based Management

SOURCE: Rousseau (2006) - Is there such a thing as 'evidence-based management'?

KEY CONCEPTS:

1. Definition

Translating principles based on best evidence into organizational practice. It moves away from personal preference and unsystematic experience to decision-making based on the best available scientific evidence.

2. The Interface

Rousseau argues for a closer connection between research (evidence generation) and practice (evidence application).

3. Critical Thinking

Evidence logic is not just about "data" but about the logic of inference.

- Are we measuring what we think we are measuring?
- Is the causal claim supported by the design?
- Are alternative explanations ruled out?

Valid evidence requires systematic gathering, not just cherry-picking cases that support a bias.