

with the using the anti-positivism which is spiritual. Also (Alvesson & Willmott, 1992) indicate: the criticism of CT for being essentialist is directed at its inclination to reduce or totalize phenomena so that they fit into the interpretive powers of a single, integrated framework. In the same time we can't deny that there is a positive sides in using the interpretive research since it display a unified culture.

The school of "local/emergent" is good to be followed in such as researches, since it is particularistic and sees the strange. Following the "dissensus" school in research means insight and praxis are the central concern, but if there is lack of validity the results of the praxis won't be valid as well, and in this case we need always to emphasizes our results again by repeating the same study for example.

Some other negative aspects: There are no key words in this paper, some key words such as 'self-evaluation' and 'self-critics' can be added. The exact time periods of the study not mentioned, the conclusions is appropriate but short and not appear to report the results of the study clearly.

Some other positive aspects: The research title reflects the content and the topic of the paper appropriate for the journal, the introduction is rich and giving a broad idea about the literature review, the method of selecting the sample clearly described.

Using both of the qualitative and quantitative approach gives the study more reliability. The work is focused, understandable, clear and well-written. References accurate, up to date and relevant.

4. Conclusion:

This article did an exceptional job of providing new data to support the authors' claims. Although the study tried to study this environmental case from a different perspective, it has to be admitted that the current study is still far from being conclusive. Further studies must be undertaken, better measures must be developed, and more specific samples must be used to improve our understanding concerning the exact relationship between supporting a social issue and supporters' self-evaluations.

Despite some deficiencies in methodology, the authors investigate an emerging issue from new perspective, the study has provided some insights to organization studies and psychology in developing new theories to understand the issue-supportive behaviors of individuals working on