



Foundations

of

Social

Theory

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Rational Choice Theory (RCT)

- Methodological individualist: To focus on macro social systems, should focus on individuals, where we have the best data.
- People act towards achieving a goal, shaped by their values or preferences.
- *Homo economicus*: Two aspects of RCT, actors and resources, or things actors have control over and interest in.
- Opportunity costs to actions.



