

COGNITIVE

HOW WE PERCEIVE THE SOCIAL WORLD.
WHO WE ARE (OUR IDENTITY).

MICRO

INTERACTIONS WITH BETWEEN PEOPLE.

MESO

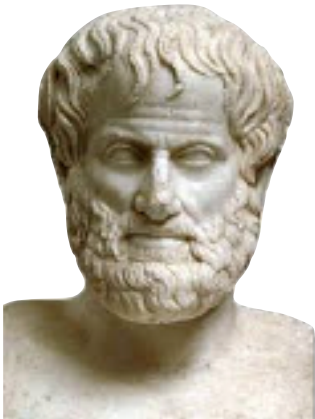
GROUPS, ORGANIZATIONS, COMMUNITIES.

MACRO

INSTITUTIONS AND SOCIETIES (COUNTRIES).

GLOBAL/
UNIVERSAL

CIVILIZATION! THE TRANSNATIONAL AND THE
GLOBAL.



LEVELS OF ANALYSIS

GLOBAL /
UNIVERSAL

CIVILIZATION! THE TRANSNATIONAL AND THE
GLOBAL.

MACRO

INSTITUTIONS AND SOCIETIES (COUNTRIES).

MESO

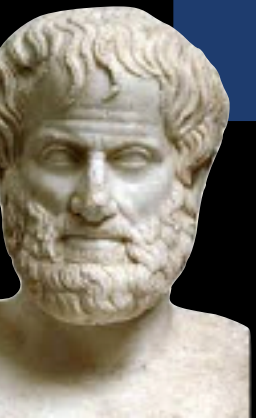
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ONTOLOGY

POSITIVISM

WE SHOULD ATTEMPT TO STUDY SOCIETY LIKE PHYSICISTS AND BIOLOGISTS STUDY ATOMS AND LIFE.

DEDUCTIVE:
FORMULATE A HYPOTHESIS AND TRY TO FALSIFY.

INTERPRETIVE

THE WAY YOU SEE AND PERCEIVE THE WORLD IS UNIQUE AND VALID.

THERE IS NO OBJECTIVE BIG "T" TRUTH LIKE IN PHYSICS OR BIOLOGY.

INDUCTIVE:
TELLING A STORY.

IDEOLOGICAL

THEORY SHOULD NOT EXPLAIN THE WAY THE WORLD IS, BUT INSTEAD DICTATE THE WAY IT SHOULD BE.

CRITIQUES OF SOCIAL LIFE.

SOCIAL PHILOSOPHY AND ACTIVISM.

