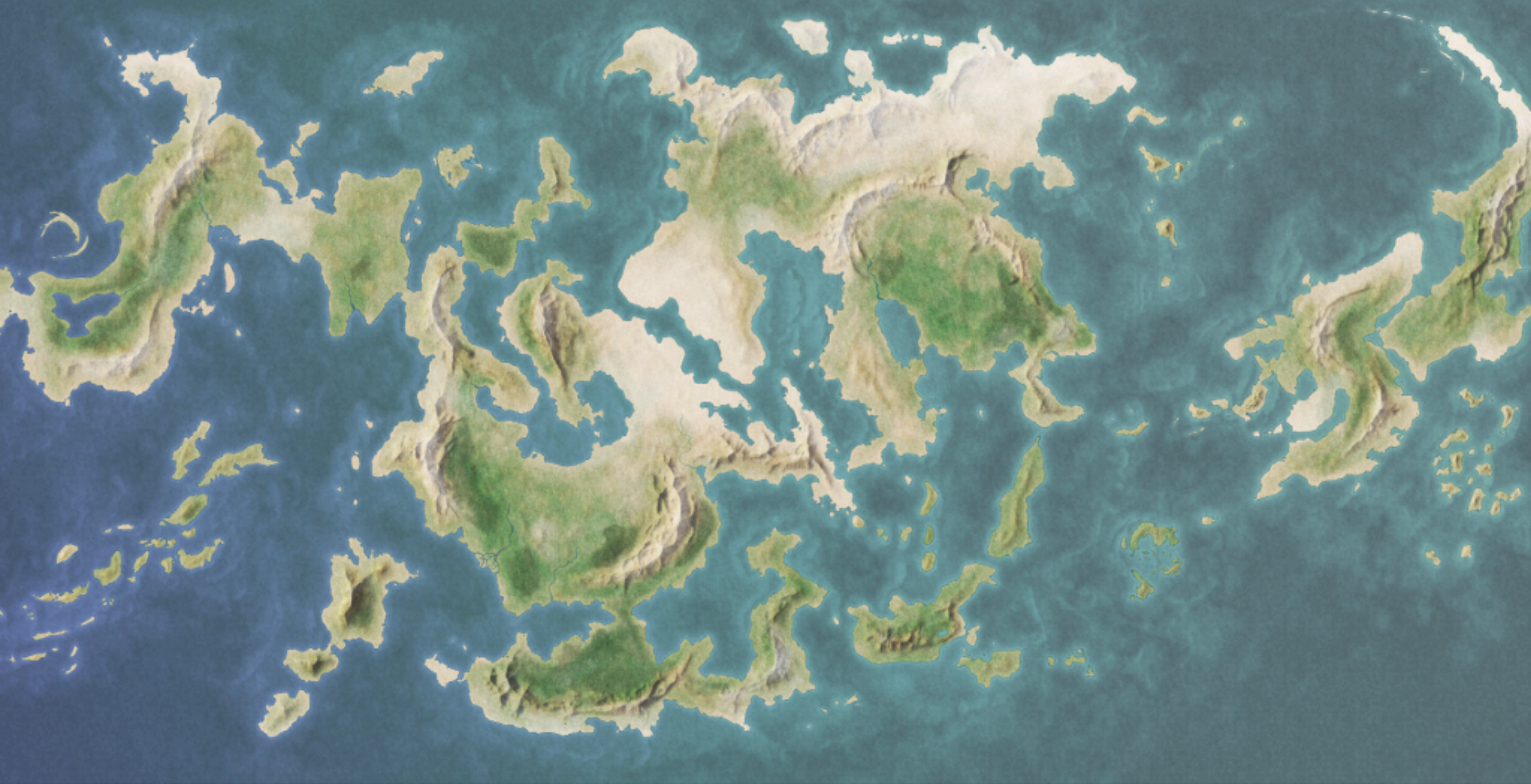


Imagine **social theory** as a sprawling
archipelago, populated by warring tribes.



Social reality isn't made up of atoms!
We can't really do that as social researchers:
the social world is too varied and diverse!