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## **RULES FOR SOCIAL SCIENCE RESEARCH**

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RULE #1: Don't Rely on Survey Research

RULE # 2: Don't Accept Public Statements at Face Value

RULE # 3 Don't Use Metaphors

RULE # 4: Don't Begin with the Past

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RULE # 5: Prioritize

RULE # 6: Attribute Motives (subjective phenomena) Consistent with Behavior  
(objective phenomena)

RULE # 7: Assume Everyone Is As Smart As You Are

RULE # 8: Observe Something Doing

RULE # 9: Observe Organizations

RULE # 10: Compare

RULE # 11: Study Primary Sources

RULE # 12: Use Multiple Sources

RULE # 13: Remember the Facts of Human Nature (behaviorism)

RULE # 14: Maintain Perspective (system analysis)

RULE # 15: Use Formal Models

RULE # 16: Use Experiments

RULE # 17: Investigate Surprises

RULE # 18: Consider Effects of Funding

RULE # 19: Construct Descriptions that Provide Solutions

RULE # 20: Accept Implications of What Is Known