

RULES FOR SOCIAL SCIENCE RESEARCH

RULE #1: Don't Ask—
Except to Provide Opportunities for Expression and Participation

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

RULE # 3 Don't Use Metaphors

RULE # 4: Don't Begin with the Past

RULE # 5: Attribute Motives (subjective phenomena) Consistent with Behavior
(objective phenomena)

RULE # 6: Assume Everyone Is As Smart As You Are

RULE # 7: Observe Something Doing

RULE # 8: Observe Organizations

RULE # 9: Compare

RULE # 10: Study Primary Sources

RULE # 11: Use Multiple Sources

RULE # 12: Remember the Facts of Human Nature (behaviorism)

RULE # 13: Maintain Perspective (system analysis)

RULE # 14: Use Formal Models

RULE # 15 Use Experiments

RULE # 16: Investigate Surprises

RULE # 17: Consider the Effects of Funding

RULE # 18: Construct Descriptions that Provide Solutions

RULE # 19: Accept the Implications of What Is Known