

READ. WRITE. THINK.

SOCIOLOGY



READ



WRITE



THINK

WHEN SOCIOLOGISTS **READ** THEY:

- Ask 'why' more than 'what'.
- Seek to consider new knowledge in light of existing knowledge and theories.
- Try to interpret data.
- Consider the sociological implications of research.
- Try to assess the validity of research.

WHEN SOCIOLOGISTS **WRITE** THEY:

- Express ideas concisely.
- Use scientific, unemotional language.
- Remain objective and justify statements with evidence.
- Write balanced arguments which are underpinned by theory.

WHEN SOCIOLOGISTS **THINK** THEY:

- Aim to identify and describe behaviour.
- Question why behaviours occur.
- Consider interactions between relevant factors.
- Consider the usefulness of research findings.