

Sociological knowledge of the world is different from the knowledge we gain through everyday observation because

- ☐ sociological knowledge can always be measured quantitatively
- ☐ we revise our knowledge gained from everyday observation when we encounter new facts, but we don't revise sociological knowledge
- ☐ everyday observation is methodical, whereas sociological observation is haphazard
- ☐ we use social scientific methods to make sociological observations

Sociological Observation A Strategy For New Social Knowledge

Uma Sekaran, Roger Bougie



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