Social Regularity:

Sex $\rightarrow$ Voting preferences

1=Male, 2=Female

1=Kerry, 2=Bush, 3=Nader

Traditional Model of Science

- Theory
- Method

Ideas/interests

Theoretical understandings

Hypotheses

Test using data
How Science Really Works

Empirical generalizations

Hypotheses

Conceptualization

Operationalization

Empirical data/observations

Empirical example

Sex

1=Male
2=Female

Political Attitudes

1=?
2=?
etc.