

Scales of Observation

Acquiring, Consuming/using, disposing of goods and services

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Scales

Macroscopy

Micro-sociology

Itinerary

Micro-
individual

Biology

Observation breaks into reality

Reality is a continuum

Actors, Action

Social Stratifications
(Social Classes)
Cohort (Generations)
Genders
Cultures
Collective Actors
Macropsychology

Interactions, Practices,
Micro-culture,
Provisioning system
Concrete actors

Individuals, Subjects,
cognition, motivation,
rational choice,
the unconscious
Single actor

Nutrition
Needs