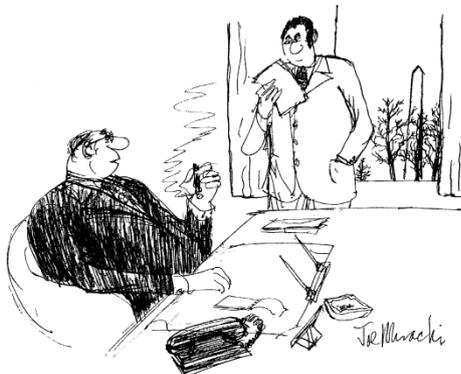


Applied Sociology Contact Email for February 2016

I have wondered where my mischievous character came from, now I know - I'm a Monkey, at least in the Chinese tradition, I was born in a year of the monkey. It seems to work.

This month, I want to draw your attention to the new book, *ECONOBABBLE*, with the sub title "How to decode political spin and economic nonsense". It is written by Dr. Richard Dennis, a prominent Australian economist, author and public policy commentator, currently Chief Economist and former Executive Director of The Australia Institute. Earlier he was Adjunct Associate Professor in the Crawford School of Public Policy at the Australian National University. He has been described as being a constant thorn in the side of politicians on both sides due to his habit of exposing dodgy economic justifications for policy. My economic insights must be good, as I have found that he agrees with much of what I have been saying about politicians and their economic for a long time. Take a look and see what you think. Whilst reading I began to get the feeling that much about the way politicians treat economics might also be true about sociology, even when they don't even justify statement by pretending they know something about sociology. Perhaps we should take a serious look at *SOCIOBABBLE* and begin to challenge it.



"That's the gist of what I want to say. Now get me some statistics to base it on."

The American Sociological Association, in conjunction with *The New Yorker*, have published 'The Sociologists Book of Cartoons'. Copyright allows for embodiment of examples, in reviews. So I found this appropriate for recommending the book to Applied Sociologists. This cartoon may well ring a bell with sociologists working for government or big business, What would come out, if this situation was real may very well be the *SOCIOBABBLE* mentioned above.

I thought I might review the book from time to time.

I have always been impressed by the work of Charles Booth and this week received two volumes of part of his great work on the 'Life and Labour of the People in London'. It has been seen as one of the founding texts of British sociology, drawing on both quantitative (statistical) methods and qualitative methods (particularly ethnography). His research was into three areas, 'Poverty', 'Industry' and 'Religious influences' with a final volume on 'Social Influences' and 'Conclusions'. I have been impressed by his approach to this study. He didn't go around with his predetermined questions, he let the people tell it how it was. In the religion section, he doesn't rate one against another, he gets the ministers and priests, to tell it how it is. Who the people are that come or don't come, what gets done and by whom and lots of other details. If you want to take a look, The London School of Economics keeps his work on an online searchable database.