

STONE'S MODEL OF SOCIETY

1. Unit of Analysis	Individual	Community
2. Motivation	Self-Interest	Public interest (as well
3. Chief Conflict	Self-interest vs. self interest	as self-interest) self interest vs. public interest (commons problems)
4. Source of people's ideas and preferences	self-generation within the individual	influences from outside
5. Nature of collective activity	competition	Cooperation and competition
6. Criteria for individual decision making	maximizing self- interest, minimizing cost	loyalty (to people, places, organizations, products, maximize self-interest, promote public interest
7. Building blocks of social action	individuals	groups and organizations
8. Nature of information	accurate, complete, fully available	ambiguous, interpretive, incomplete, strategically manipulated
9. How things work	laws of matter (e.g., material resources are finite and diminish with use)	laws of passion (e.g., human resources are renewable and expand with use)
10. Sources of Change	material exchange quest to maximize own welfare	ideas, persuasion, alliances pursuit of power, pursuit of own welfare, pursuit of public interest

