

[Home](#) > [The American Sociologist](#) > Article

Rational choice theory

| Article | Published: June 1997

| Volume 28, pages 22–41, (1997) [Cite this article](#)

[The American Sociologist](#)

[Aims and scope](#) →[Submit manuscript](#) →[William J. Goode](#)¹ **6334** Accesses **32** Citations [Explore all metrics](#) →

Abstract

Having asked you to follow me through some difficult terrain, here I want only to emphasize three summary observations. First, sociologists reject rational choice theory but use it just the same; in all other fields that try to analyze organic processes, rational choice theory remains dominant, too; it may be hardwired into our thinking, and thus may be more powerful than we are inclined to believe; and for all these reasons we shall keep on doing it, whether or not we attack it.

This is a preview of subscription content, [log in via an institution](#) to check access.

Access this article

[Log in via an institution](#) →

[Buy article PDF 39,95 €](#)

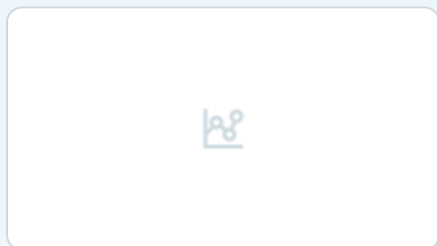
Price includes VAT (Poland)

Instant access to the full article PDF.

Rent this article via [DeepDyve](#) 

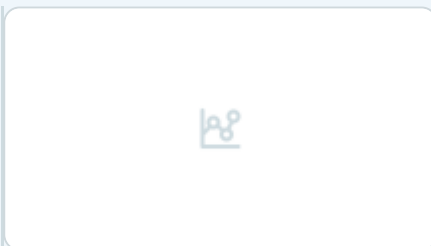
[Institutional subscriptions](#) →

Similar content being viewed by others



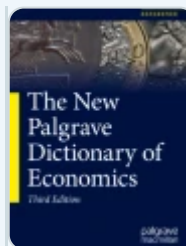
[The Rise of Rational Choice Theory as a Scientific/Intellectual Movement in Sociology.](#)

Article | 05 April 2017



[The Diversity of Rational Choice Theory: A Review Note](#)

Article | 13 December 2018



[Rational Choice and Sociology.](#)

Chapter | © 2018

Author information

Authors and Affiliations

Department of Sociology, George Mason University, 4400 University Drive, 22030-4444, Fairfax, Virginia

William J. Goode (Research Associate and Professor Emeritus of sociology at Stanford University)

Rights and permissions

[Reprints and permissions](#)

About this article

Cite this article

Goode, W.J. Rational choice theory. *Am Soc* **28**, 22–41 (1997). <https://doi.org/10.1007/s12108-997-1004-5>

Issue Date

June 1997

DOI

<https://doi.org/10.1007/s12108-997-1004-5>

Keywords

[Rational Choice](#)

[Rational Choice Theory](#)

[Norm Commitment](#)

[Corporate Official](#)

[Tennis Court](#)

Search

Search by keyword or author



Navigation

Find a journal

Publish with us

Track your research