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Suggested Rules of Investigation

RULE #1
Controversial subjects generate polarized responses.

RULE #2
Record or write down everything as soon as possible, no matter how inconsequential or insignificant it might seem at the time.

RULE #3
Always credit your sources and respect requests for anonymity.

RULE #4
Always be ready for anything, anytime. Looks for coincidences when investigating claims of the unusual. Often, there may be a synchronistic element at work.

RULE #5
It is impossible to be too objective when scientifically investigating claims of the unusual.

RULE #6
Always assume there is a mundane explanation until proven extraordinary.

RULE #7
Appearances can be deceiving. There may be more happening than meets the eye.

RULE #8
If you publicize claims of the unusual, chose your words wisely, for your "spin" may have tremendous influence.

RULE #9
Media coverage of the unusual, because of its sensational nature, is often inaccurate and cannot be accepted as totally accurate by the investigator.

RULE #10
The human mind, when faced with the unknown, reverts to basic primal symbols to rationalize its experience.

RULE #11
When investigating claims of the unusual, one cannot reach conclusions based on intuition alone.

RULE #12
There is a possibility that the (sub)culture itself may cocreate manifestations of unexplained, individually perceived

phenomena.

RULE #13
We must be extremely careful not to perpetrate our own beliefs, suspicions, or actual experiences into the minds of those who desperately want to have a "special" event happen in their lives.