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**The Importance of Being a Fit: Possibility Theory in Sociology and Related Social Sciences**

The article has been brought to life by the observation that the tendency to spot conceptualizations of the possible is recurrent in social sciences. Such meta-level analysis concerns theories of the possible, such as Hirschman's possibilism from the 1970s or the more recent wave of futures and possibility anthropologies that find their echo in Appadurai's ethics of possibility, for instance. In the article we attempt to contribute to this understanding of where does this language of creativity, innovative uncertainty, latent opportunity and hope come from, or what supports it. We show that the meta-level analysis brought the discussion to the point where it acknowledges that for such an account of the possible to catch roots, there should be a compatibility, or a fit. This concerns the broader conceptual and analytical framework where such possibility perspective is launched, and it can manifest on various levels. The article focuses on this point, articulates it and discusses it based on selected possibilistic approaches to failure in sociology of ignorance. The illustration is relevant because it indicates that the analytical and conceptual fit is not as much a state as it is a state of reference, or something which theorists tend to establish. The fit is important not only in terms of the configuration or the internal coherence of the theories, but also for knowing how to change these.