Ninian Smart believed that "religion" should be studied (a) historically, (b) phenomenologically, (c) anthropologically, (d) psychologically, & (e) philosophically. Smart also believed that the study of world religions should (f) engage atheistic thought & (g) other religious traditions. Smart’s model of evaluating the seven dimensions of religion is anti-reductionistic, functional, & open to alternatives & new insights as cultures continue to change, interesting relations find expression, & new technologies (e.g., mediums) are created & used.