

# Deviance and Social Control

# Deviance

- Is the violation of social norms.
  - It is difficult to define because not everyone agrees on what should be considered deviant behavior
    - Ex: homosexuals, prostitutes, drug addicts, criminals, etc.
    - Some people think wearing too much make-up, divorcees, or even Americans are deviants.



# Deviance

- **Range of Tolerance**

- A scope of behaviors considered acceptable and defined as conformity
- ***Examples***

- Honesty and politeness

- Bad haircut
- Does this dress make me look fat?

- What is “*speeding*” in 70mph? Deserve a ticket?

- 71? Probably not
- 75? Maybe
- 80? Good chance
- 100? FOR SURE!



# Deviance depends on...

## – Time

- Fashion and grooming change

with time, like the Founding Fathers Fashion



## – Place

- Where behavior occurs determines whether it is appropriate or deviant
  - Cheering/booing at Football game vs. in class



## Situation

- Takes precedence over place in determining appropriateness of actions
  - Laughing in class vs. laughing in class during a moment of silence



## Culture

- Most influential in defining deviance
  - Men greeting each other
    - » US: Hand shake
    - » Japan: Bow
    - » Europe: Kiss on cheek



# Types of Deviance



- **Overconformity** → “**positive deviance**”

- Involves behavior that overconforms to social expectations
  - Leads to imbalance and perfectionism
  - Can be AS harmful as negative deviance

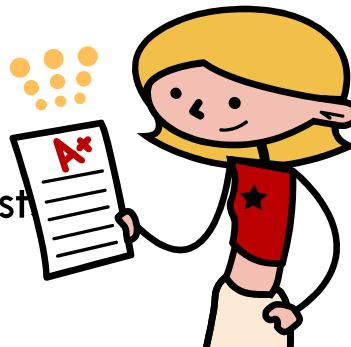
- **Examples**

- Anorexia
- Body Builder
- “Perfect” Students
  - Knows answer to EVERY question
  - 100% A+ on all tests and papers
  - Perfect attendance



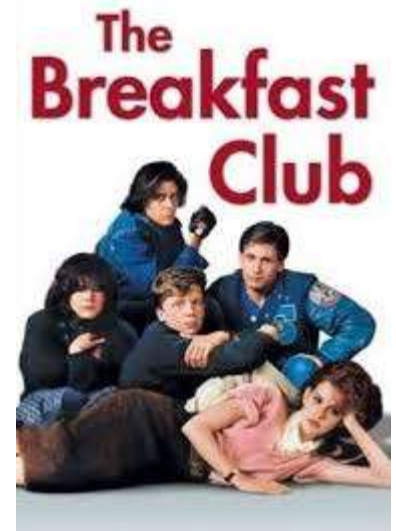
- **Underconformity** → “**negative deviance**”

- Involves behavior that underconforms to social expectations; people either reject, misinterpret, or are unaware of the norms
- **Examples:**
  - Obesity
  - Unmotivated Students
    - Lack of participation
    - Sleep in class
    - Unexcused absences
    - Fail tests and papers



# Types of Deviance

- Generally however Sociologists view deviance as a violation of one or more of societies most highly valued norms.
- Reactions to deviants are usually negative and involve attempts to change or control the deviant behavior.
- **Choose a highly valued norm and give an example of both negative and positive deviance**



# Social Control

- Ways to encourage conformity to society's norms
- All societies have ways to promote order, stability, and predictability in social life
- Without social control, social life would be too unpredictable and chaotic.
- What are some examples of social control in American society?

# Types of Social Control



- **Internal Control:** lies within the individual and is developed during the socialization process (right vs. wrong)

Ex: feelings of guilt or fear for stealing

- **External Control:** based on **social sanctions** (rewards and punishments) designed to encourage desired behavior
  - Ex: receiving jail sentence for stealing
  - This includes both positive and negative as well as formal and informal sanctions



# Cheating on a Test

- What are some internal means of control being relied upon to prevent cheating on an exam?
- What external means of control are being relied upon to prevent cheating?
- Can you come up with better suggestions for both internal and external controls to reduce cheating in schools today?

# National Registration System

- Social control is needed to decrease crime and reduce acts of violence and deviance
- Criminal justice system has been designed to maintain order, stability, and predictability in social life.
- When deviance continues to occur, crime escalates.
- One such control factor is a registration system where a database would include information on every person residing in and visiting the United States
- Computers would link all governmental systems, which could effectively reduce welfare fraud, eliminate crime, and monitor movement of criminals from coast to coast.

# NRS (cont.)

- It would include a retinal scan, digital voice recording, a DNA sample, and fingerprints joined together by a social security number.
- This system would issue one card to be used for a driver's license, voter registration, a concealed carry license, and for any governmental benefits.
- The beauty of the system is crime can be thwarted early.
- Would you be for or against the NRS system? Why?
- Is it an invasion of privacy or is the cost worthwhile?

# Theoretical Perspectives of Deviance

- *Functionalist*
  - *Strain Theory*
    - *Innovation, ritualism, retreatism, and rebellion*
  - *Control Theory*
    - *Attachment, commitment, involvement, belief.*
- *Symbolic Interactionism*
  - *Differential Theory*
  - *Labeling Theory*
    - *Primary & secondary deviance*
- *Conflict*
  - *Conflict theory of deviance*

# Structural Functionalist Approach to Deviance

- **Strain Theories**: Deviance is more likely to occur when a gap exists between cultural goals and the ability to achieve these goals by legitimate means
- **Innovation**: Individual accepts goal of success but uses illegal means to achieve it
  - Ex: Drug Dealers or
  - Cheating on a test
- **Ritualism**: Individual rejects goal of success but continues to “go through the motions” without believing in the process
  - Ex. Teacher who doesn’t care about engaging students, but still comes to work
- **Retreatism**: Individual rejects both legitimate means and approved goals (Given up on life)
  - Ex. Bag lady
- **Rebellion**: Individual rejects both success and the approved means for achieving it; substitutes their own goal and means to achieve it
  - Ex. Militia Member



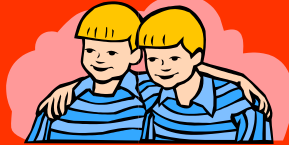
# INSTITUTIONALIZED MEANS

ACCEPT REJECT

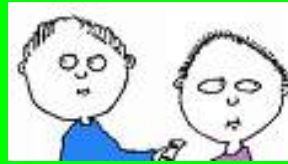
CULTURAL GOALS

ACCEPT  
REJECT

CONFORMITY



INNOVATION



RITUALISM



RETREATISM



SEEKING  
NEW GOALS

THROUGH  
NEW MEANS

REBELLION



# Strain Theories

# Control Theory

- Compliance with social norms requires strong bonds between individuals and society
- Social Bond Theory
  - Some people do not commit deviance because they have developed a strong social bond, consisting of an attachment, commitment, involvement, and belief to parents, school, church, etc.
  - **Attachment:** stronger your attachment to the group or individual, more likely to conform
  - **Commitment:** greater your commitment to social goals, more likely to conform
  - **Involvement:** participation in approved social activities, more likely to conform
  - **Belief:** in the norms and values of society,
    - Stronger the social bond, less likely to be involved in deviant activities
    - Weaker the social bond, easier it is for an individual to break violate social norms



# Symbolic Interactionist Approach to Deviance

## Social Learning Theories

- How is deviance learned? All behavior (including deviance) is learned through social interaction

- **Differential Association**: individuals learn deviance in proportion to the number of deviant acts they are exposed to

- Primary relationships with parents, siblings, and close friends have the greatest impact on our behavior.

- “birds of a feather flock together”

- **Differential Reinforcement**: depending on whom an individual associates with, norm-violating behavior may be either positively rewarded or negatively sanctioned

- Ex. How friends react when they find out you shoplifted will help determine whether you will repeat the action





# Symbolic Interactionist Approach to Deviance

- **Labeling Theory:** is that society creates deviance by identifying particular members as deviant
  - Strain theory, control theory, and differential association theory help us to understand why deviance occurs....
  - Labeling theory explains why deviance is relative—that is, sometimes of two people breaking the norm only one may be labeled as deviant
    - Ex.: pregnant teenage girl
    - Ex: middle class youth steal a car vs. lower class youth steals a car
    - What happens when we label kids as “troublemaker”, “stupid”, “smart”, or “lazy”?

# Symbolic Interactionist Approach to Deviance

- **Primary Deviance**

- Deviance involving occasional breaking of norms that are NOT a part of a person's lifestyle or self-concept (do not consider themselves as criminals)

- *Example:* Honor roll student comes home past curfew one night

- **Secondary Deviance**

- Deviance in which an individual's life and identity are organized around breaking society's norms

- *Example:* The “robbers” in Ocean's 11 had a criminal history because they had broken the law on multiple occasions.



# Conflict Approach to Deviance

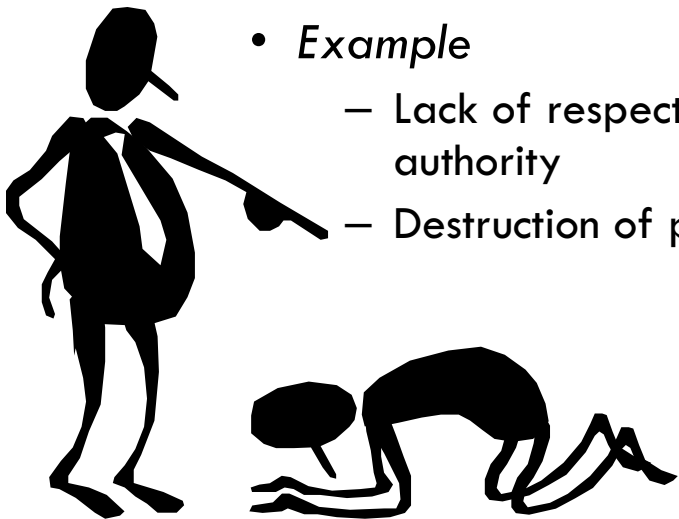
- **Conflict Theory of Deviance:**

view deviance as arising when groups with power attempt to impose their norms and values on less powerful groups

- Prevent behavior that those in control see as threatening to their interests

- *Example*

- Lack of respect for authority
- Destruction of property



- **Power and Deviance**

- Distributed on basis of age, race, sex, religion, and politics, and social class
- Power plays a role in creating and enforcing rules of society
  - Who and what are deviant?

- *Example*

- Administrators > Teachers
- Teachers > Students



# Conflict Approach to Deviance

- United States
  - Why are minorities and whites treated differently?
    - African-Americans do not have access to good attorneys (money)
    - Victim discounting: process of reducing the seriousness of the crimes that injure people of lower status.
- White collar crime vs. street crime
  - According to US Department of Justice the cost of white collar crime is 18 times higher than street crime.
  - 5 times more Americans are killed each year from illegal job conditions than are murdered on the streets.



# The Outsiders



# Crime and Punishment



# *All crime is deviance...but all deviance is NOT a crime.*

- **Crime**: any act that violates a criminal law
  - Violent offenses: crimes against people
    - Ex. Homicide, aggravated assault, forcible rape, robbery
  - Nonviolent offenses: crimes against property
    - Ex. Burglary, larceny-theft, auto theft, and arson



– White Collar Crime- crime committed by high- status people in their occupations. This crime costs the U.S. 18 times the cost of street crime. These criminals get treated more leniently than other criminals.

- Ex. Embezzlement, fraud, insider trading, copyright violations, tax evasion, and antitrust law violations

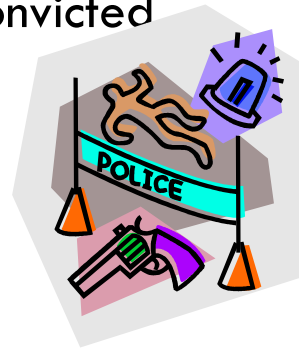
- Public Order “Victimless” Crimes
  - Ex. Prostitution, illegal gambling, illegal drug use



# Correctional Systems

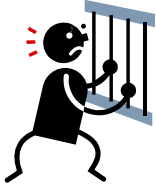


- Deterrence: Discouraging criminal acts by threatening punishment
  - Capital Punishment
- Rehabilitation: Process of changing or reforming a criminal through resocialization
  - Ex. Providing social and work skills to reform criminals
- Retribution: Punishment intended to make criminals pay compensation for their acts
  - Ex. Incarceration: Method of protecting society from criminals by keeping them in prison
- Recidivism: Repeated offenses by those who have already been convicted of crimes





# Other Options for Reforming Individuals



- Short Prison time + Probation- to shock violators into realizing prison realities and getting a “chance”
- Community programs- take violators out of prison and into the community to readjust them to life outside
- Referral to community centers- keeping violators out of prison so that they don’t learn prison norms



# WHO SHOULD PAY FOR THE REHABILITATION OF THESE CRIMINALS

- Holding criminals in prison, rehabilitation centers, and other forms of probation cost money
  - Food
  - Patrolmen
  - Electricity, cable
  - Facilities
  - Education materials
  - Medical Expenses
  - Therapists, educators, psychiatrists
- Is it the criminals' fault that they acted deviantly, or is there something wrong with society that these criminals cannot get by without committing crimes?
- What else could be done with these criminals?



# What new crimes exist with new technologies available?

- Credit card fraud
  - Web cam violations of privacy
  - Identity Theft
- 
- What can be done to reduce these tech crimes?

