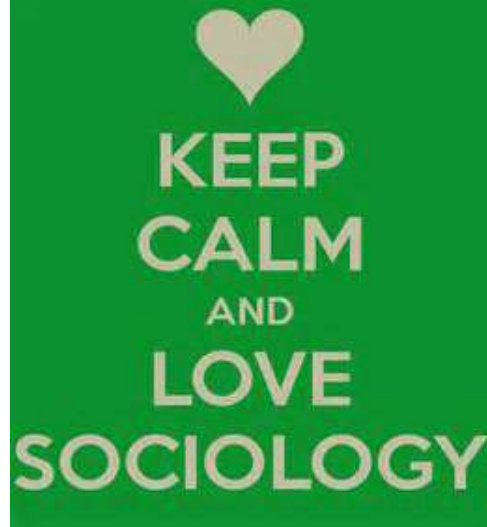


Introduction to Sociology

The study of social behavior and the organization of human society





- Sociology, in the broadest sense, is the study of society. Sociology is a very broad discipline that examines how humans interact with each other and how human behavior is shaped by social structures (groups, communities, organizations), social categories (age, sex, class, race, etc.), and social institutions (politics, religion, education, etc.). The basic foundation of sociology is the belief that a person's attitudes, actions, and opportunities are shaped by all of these aspects of society.

Her burgeoning sexuality is a threat to another woman, so she's killed. Her only asset, physical beauty, is what saves her in the end.

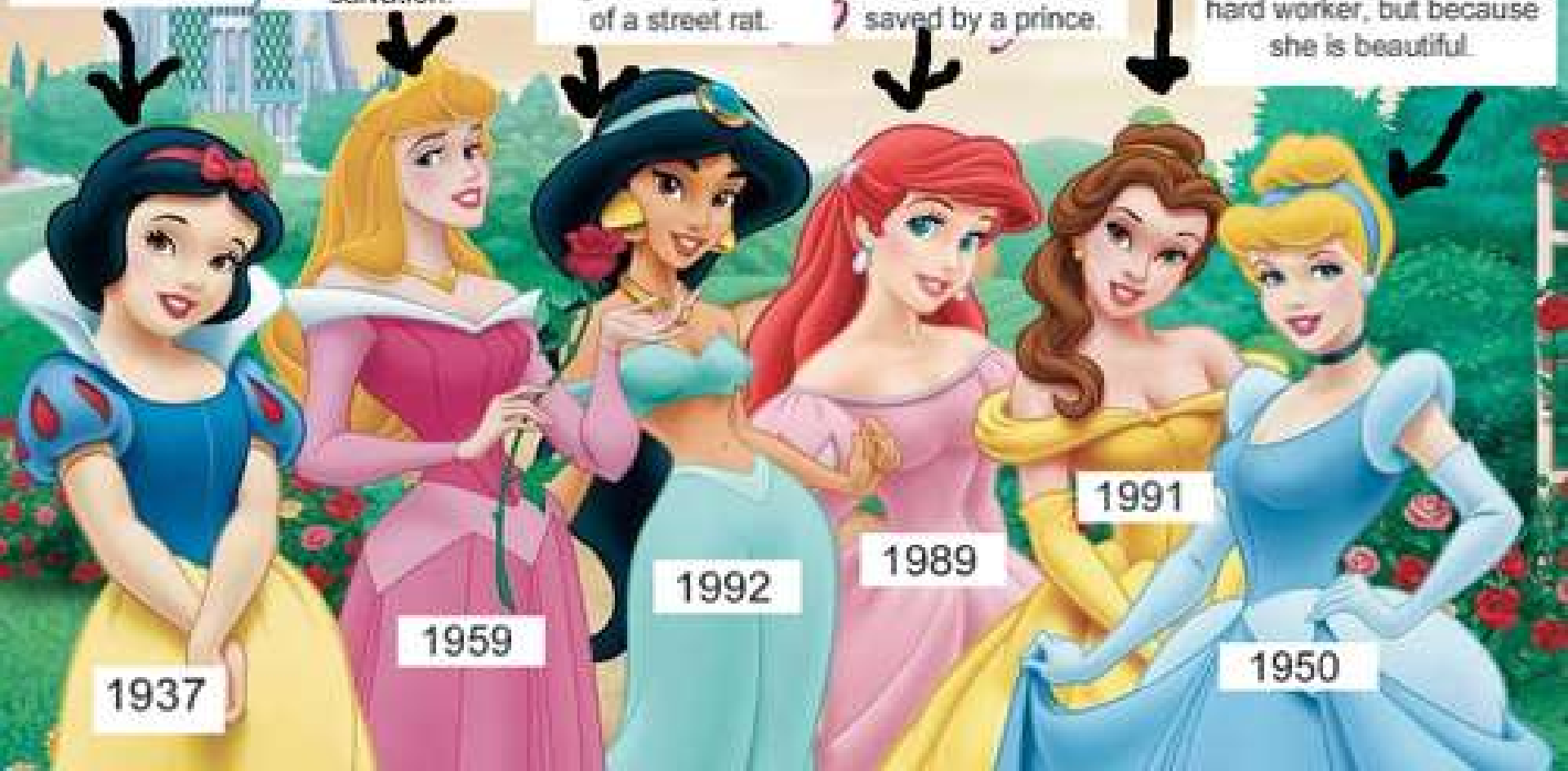
Betrothed at birth to solidify a political position, she is killed by another woman out of spite. Her owner...ahem...fiance,saves her with a kiss. Again, sex is her only salvation.

This princess must get married to satisfy the requirements of the law. Her reluctance to do so causes her powerful father no end of trouble. She is enslaved by a powerful man and is only saved by the wit of a street rat.

This one drastically changes her physical appearance so as to be more attractive to man. The price is that she can't speak. No problem, she has nothing of value to say anyhow. She is saved by a prince.

Saves a prince's life. With her only asset, her sexuality.

She is saved from terrible living conditions by a prince. He does this, not because she's such a hard worker, but because she is beautiful.



1937

1959

1992

1989

1991

1950

- Sociologists seek complex answers to what many would consider simple questions. Berger suggested that there are four key questions at the heart of sociology that allow us to see the connections between everyday life and social structure and forces.
- 1. What are people doing with each other?
- 2. What are their relationships to each other?
- 3. How are these relationships organized in institutions?
- 4. What are the collective ideas that move men and institutions?

- When sociologists look at the world and try to understand why things are the way they are, we look for **relationships**, and not just those between people. We look for relationships between individuals and the social groups they might relate to or be identified with, like [race](#), [class](#), [gender](#), [sexuality](#), and [nationality](#), among others; connections between individuals and the communities they live in or affiliate with; and, relationships between individuals and [institutions](#), like media, religion, family, and law enforcement.





- Sociologists look for relationships because want to understand the **causes of trends and problems** in society so that we can make recommendations for how to address them. At the core of sociology is the recognition that social structures and forces, like those that shape a person's worldview, beliefs, values, expectations, sense of what is normal, and right and wrong. In doing so, **social structures and forces shape our experiences**, how we interact with other people, and ultimately, the trajectories and outcomes of our lives.

The Sociological perspective

SSSocFR1



- Seeking out general patterns in the behavior of particular people
- Social Categories: women/men, rich/poor, children/adults
- Society shapes our experiences: why choose the college you've chosen? Is college something you choose to do? Why do Americans have less children? Incidence of suicide in different countries
- Global perspective (pg. 5): where you live matters
- Related/overlaps other fields of study: psychology, history, political science, various sciences, etc.





Betty Crocker's Cake Mix Secrets help
HUSBANDS BEAT WIVES
 in cake baking contests from coast to coast



This larger, lighter, more luscious cake is made from Betty Crocker PartyCake Mix, water and 2 fresh eggs. If you want cakes like this, always insist on Betty Crocker PartyCake...a fresh-egg cake mix.

NOW EVEN AMATEURS BAKE BETTER CAKES THAN EXPERIENCED HOMEMAKERS USING THEIR BEST 2-EGG RECIPES

LOU'S CAKE A LULU!



Mr. and Mrs. J. C. Callanaris of San Francisco

Large, light... and de-luscious! Lou Callanaris, like scores of husbands in coast-to-coast contests, baked a better cake with PartyCake Mix than his wife baked with her best 2-egg recipe. The kind of cake you'd like to bake for the most important dinner you'll ever serve... or to turn a regular dinner into a special occasion.

EASY ICING RECIPES THAT ARE TOPS FOR PARTYCAKES
 With every PartyCake package, there are 4 simple basic recipes which you can vary to make scores of easy, glamorous icings. This Betty Crocker icing folder is a treasure you'll long cherish.

WHY Betty Crocker Fresh-egg Cake Mixes give you larger, lighter, more luscious cakes!

FRESH EGGS Mean Consistently Better Cakes. That's why Betty Crocker wants you to add them right in your own kitchen. She wants you to get light, rich, lovely cakes, that melt in your mouth.

BETTY CROCKER'S FAVORITE RECIPES—measured and blended more accurately than they could be at home. Recipes never released because they call for an ingredient unavailable in stores.

SPECIAL CAKE SHORTENING YOU CAN'T BUY In Stores—The shortening that goes into these Betty Crocker Cake Mixes is an improved special shortening developed only for fine cake making.

PREMIUM QUALITY CAKE FLOUR—Only Softasilk, milled for cakes alone, is used in Betty Crocker Mixes. This means high cakes, with a texture fresh from a dream... real Betty Crocker cakes! **General Mills**



Spicy Rich As Gingerbread, Tender Light As Cake

For High, Heavenly Devils Food Cake

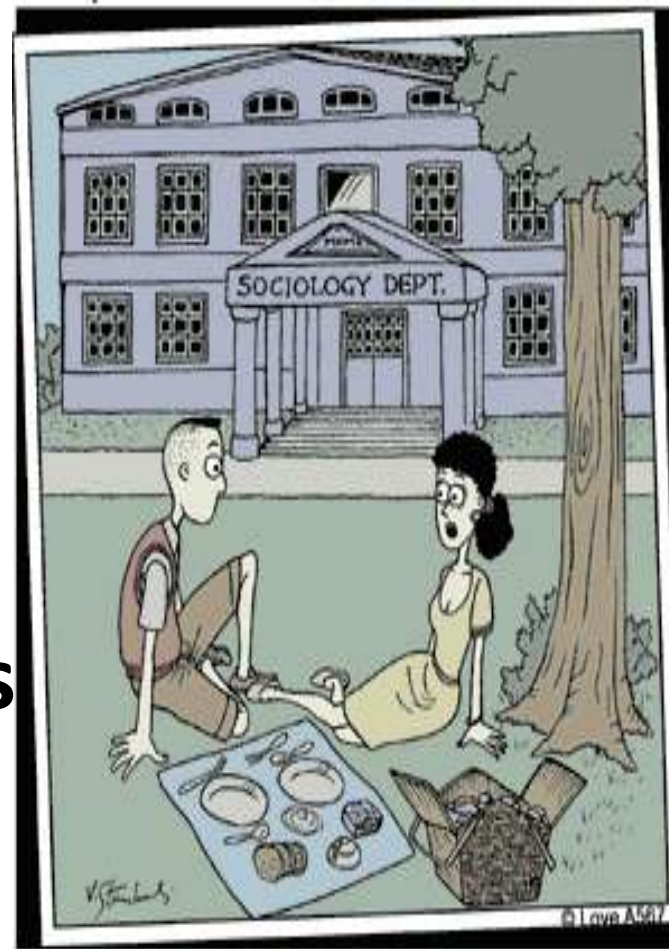
For Yellow, White or Spice Cake

try all three Betty Crocker Cake Mixes

DON'T FAIL! INSIST ON

Betty Crocker CAKE MIXES

The sociological perspective is fourfold: Individuals belong to groups; groups influence our behavior; groups take on characteristics that are independent of their members (i.e. the whole is greater than the sum of its parts); and sociologists focus on behavior patterns of groups or categories, such as differences based on sex, race, age, class, etc.



"I love our lunches out here, but I always get the feeling that we're being watched."

Two approaches

- Today there are two main approaches to studying sociology. The first is **macro-sociology**, or the study of society as a whole. This approach emphasizes the analysis of **social systems** and populations on a large scale and at a high level of theoretical abstraction. Macro-sociology does concern individuals, families, and other aspects of society, but it always does so in relation to the larger social system to which they belong. The second approach is **micro-sociology**, or the study of small group behavior. This approach focuses on the nature of everyday human social interactions on a small scale. At the micro level, social status and social roles are the most important components of social structure and micro-sociology is based on the ongoing interactions between these social roles. Much contemporary sociological research and theory bridges these two approaches.

Sociology disciplines

- **Globalization**. The sociology of globalization focuses on the economic, political, and cultural aspects and implications of a globally integrated society. Many sociologists focus on the way capitalism and consumer goods connect people all over the world, migration flows, and issues of inequality in global society.
- **Race And Ethnicity**. The sociology of race and ethnicity examines the social, political, and economic relations between races and ethnicities at all levels of society. Topics commonly studied include racism, residential segregation, and the differences in social processes between racial and ethnic groups.

Sociology disciplines cont'd

- **Consumption**. The sociology of consumption is a subfield of sociology which places consumption at the center of research questions, studies, and social theory. Researchers in this subfield focus on the role of consumer goods in our everyday lives, their relationship to our individual and group identities, in our relationships with other people, in our culture and traditions, and the implications of consumer lifestyles.
- **Family**. The sociology of family examines things such as marriage, divorce, child rearing, and domestic abuse. Specifically, sociologists study how these aspects of the family are defined in different cultures and times and how they affect individuals and institutions.
- **Social Inequality**. The study of social inequality examines the unequal distribution of power, privilege, and **prestige in society**. These sociologists study differences and inequalities in social class, race, and gender.

Sociology disciplines cont'd

- **Knowledge**. The sociology of knowledge is a subfield devoted to researching and theorizing the socially situated processes of knowledge formation and knowing. Sociologists in this subfield focus on how institutions, ideology, and discourse (how we talk and write) shape the process of coming to know the world, and the formation of values, beliefs, common sense, and expectations. Many focus on the connection between power and knowledge.
- **Demography**. Demography refers to a population's composition. Some of the basic concepts explored in demography include **birth rate**, fertility rate, **death rate**, **infant mortality rate**, and migration. Demographers are interested in how and why these demographics vary between societies, groups, and communities.
- **Health And Illness**. Sociologists who study health and illness focus on the social effects of, and societal attitudes towards, illnesses, diseases, disabilities, and the aging process. This is not to be confused with medical sociology, which focuses on medical institutions such as hospitals, clinics, and physician offices as well as the interactions among physicians.

Sociology disciplines cont'd

- **Work And Industry.** The sociology of work concerns the implications of technological change, globalization, labor markets, work organization, managerial practices, and employment relations. These sociologists are interested in workforce trends and how they relate to the changing patterns of inequality in modern societies as well as how they affect the experiences of individuals and families.
- **Education.** The sociology of education is the study of how educational institutions determine social structures and experiences. In particular, sociologists might look at how different aspects of educational institutions (teacher attitudes, peer influence, school climate, school resources, etc.) affect learning and other outcomes.
- **Religion.** The sociology of religion concerns the practice, history, development, and roles of religion in society. These sociologists examine religious trends over time, how various religions affect social interactions both within the religion and outside of it, and relations within religious institutions.

The Origins of Sociology



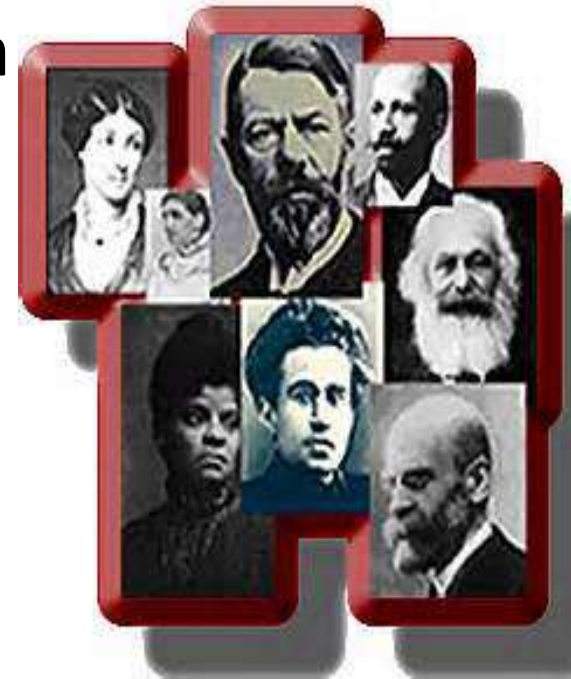
Sociology originated from and was influenced by the Industrial Revolution during the early nineteenth century= changes in Europe (rise of factory based industrial economy, growth of cities & democracy). This led to an awareness of society!

- Philosophers: Confucius, Plato, Aristotle, Marcus Aurelius, Galileo, Newton, Shakespeare, Hobbes, Karl Marx



The origins of Sociology

- There are seven major founders of sociology: August Comte, W.E.B. Du Bois, [Emile Durkheim](#), Harriet Martineau, [Karl Marx](#), Herbert Spencer, and [Max Weber](#). [August Comte](#) is thought of as the "Father of Sociology" as he coined the term sociology in 1838. He believed that society should be understood and studied as it was, rather than what it ought to be.
- 1838: **Auguste Comte** (French) coined name based on science/research



Marx, Spencer, Durkheim,
and Weber helped define
and develop sociology as a
science and discipline, each
contributing important
theories and concepts still
used and understood in the
field today.

COMTE **MARX**
DURKHEIM
PARSONS **ELIAS**
BERGER **DOUGLAS**
HABERMAS
WEBER **SIMMEL**
BOURDIEU

academic

Other famous sociologists...

- [Harriet Martineau](#) was a British scholar and writer who was also fundamental to establishing the sociological perspective, who wrote prolifically about the relationship between politics, morals, and society, as well as sexism and [gender roles](#).
- Jane Addams: helped immigrants
- ***Sociologists must answer 2 questions:***
 - What should be studied?
 - How do you connect the facts?



- He was the first to recognize that the path to understanding the world and society was based in science. [W.E.B. Du Bois](#) was an early American sociologist who laid the groundwork for sociology of race and ethnicity and contributed important analyses of American society in the immediate aftermath of the Civil War.
- Argued for rights for blacks, founding member of the NAACP





Careers in Sociology



- Advertising
- Banking
- Criminal justice/law
- Education
- Government/politics
- Health care
- Clinical therapy
- Evaluation research (efficiency)
- International business
- Military
- Child welfare
- Social work
- Consultants
- management

Sociological Imagination

- ...is an awareness of the discipline of sociology and its relevance to daily life.
- In other words, everything we do is shaped by our situation, our values/norms/mores, and how the people around us react.
- This means being able to shift your perspective and see events from someone else's point of view, and understand how the events were influenced.



Research Methods

- **Experimentation:** hypothesis, independent & dependent variables, control/experimental groups, placebo, etc.
- **Examples:**
- **Hawthorne Effect:** change in subject's behavior caused by the awareness that they're being studied (study in the late 1930s in Hawthorne Factory near Chicago)
- *Stanford Prison Experiment (1972)*



Survey Method

- Series of questions/statements in an interview or on a questionnaire
- Population, sample, random sample, open & closed-end formats
- Interviews → expensive
- Bias is a danger



Ethics in research

Issues to consider:

- Can your research harm or threaten someone's privacy?
- How can your study be designed to avoid chances for injury or trauma to your subjects?
- Can you promise anonymity to your subjects?
- How can you be sure your subjects' anonymity can be maintained?
- How can you be sure your data is unbiased, valid and relevant?
- Can you get informed consent, and do your subjects have the right to refuse consent?

The Stanford Prison Study



Participant Observation

Observe subjects while joining them in their routine activities, often for months or years (cultural anthropologists)



Secondary Analysis

- Analyze data collected by others (government, researchers): cheaper, but...
- Complete? Accurate? Relevant?

Theorizing

- *Inductive logical thought*: reasoning that transforms specific observations into theory (“have some interesting data; I wonder what it means?”) *Example: why does one school graduate so many successful people?*
- *Deductive logical thought*: transforms general theory into specific hypotheses for testing (“I have a hunch; let’s collect some data and test it.”) *Example: Zimbardo’s prison study*



Sports

- **Structural functional paradigm:** help society operate: **positives:** recreation, conditioning, relaxation, relationships, jobs, competition, success; **negatives:** illegal recruiting.
 - Society as a complex system whose parts work together to promote solidarity and stability (education, jobs, marriage, family vs. crime)
- **Social conflict paradigm:** inequality (rich: tennis, golf, sailing, equestrian skiing; less well to do: baseball, football, basketball), skewed by gender towards males & race, BIG \$\$\$ in sports.
 - (Karl Marx) idea that society has been shaped by conflict among groups & the distribution of resources—highlights inequality
- **Symbolic interaction paradigm:** complex & face-to-face; rules, positions, spontaneous, unpredictable; differing attitudes, “realities.”
 - Society is the product of everyday interaction of individuals—how you perceive events & the symbolic meaning, reality is what you think it is (changes in situational behavior)

- Sociology
- Global Perspective
- High-income countries
- Middle-income countries
- Low-income countries
- Positivism
- Theory
- Theoretical paradigm
- Structural-functional paradigm
- Social structure
- Social functions
- Manifest functions

- Latent functions
- Social dysfunction
- Social-conflict paradigm
- Macro-level orientation
- Micro-level orientation
- Symbolic-interaction paradigm
- Stereotype
- Inductive logical
- Deductive logical
- Participation observation
- Secondary analysis
- Sociological Imagination

- August Comte
- W.E.B. Du Bois
- Emile Durkheim
- Harriet Martineau
- Karl Marx
- Herbert Spencer
- Max Weber