

Socialization

Social Experience: The key to our humanity

Socialization:

The lifelong process through which people learn the expectations of society

Internalization:

When behaviours and assumptions are learned so thoroughly that people no longer question them.

The consequences of socialization

1. Socialization establishes **self-concepts** - how we think of ourselves as a result of the socialization experiences we have
 - Basis of **identity** - how one defines oneself
 - Establishes **personality** - person's relatively consistent pattern of thinking, feeling, and acting
 2. Socialization creates the capacity for role-taking and guides us in how to behave within our given roles
 - **Roles** - expected behaviors associated with a given status in society
 3. Socialization creates the tendency for people to act in socially acceptable ways
 - Form of **social control** - individuals are brought into conformity with dominant social expectations
 4. Socialization makes people bearers of culture
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The looking glass self (Charles Cooley)

(Another term for "mirror")

Agents of Socialization

1. **Family** - who we first have exposure to (they are the first to introduce to you the expectations of society) can be intentional or unintentional. Unintentional: Children are observant and can learn the expectations within the family.
2. **Peers** - Children learn values, attitudes, social skills, etc. Playing games as a kid teaches you, ex. House, hide and seek, store, etc.
3. **Media** - TV, internet, movies, magazines, etc. (materialistic, body image, etc)
4. **School** - BOBO doll experiment
5. **Sports** - teach us competitiveness, leadership, teamwork, winning/losing, strategy, following the rules, commitment. Helps women develop a strong sense of body competence
6. **Religion** - develop same beliefs as their parents. Can impact beliefs about sexuality (how homosexuals are viewed), virginity, roles that are associated to men and women

Harlow's monkey studies (1962)

Tyler Clementi (1991-2010)

First year uni student, his roommate recorded him through webcam when he had a male friend over. Posted it online. Committed suicide.

How does media socialize us?

1. Informs us about events
2. Introduces us to a wide variety of people
3. Provides an array of viewpoints on current issues
4. Makes us aware of products and services that if we purchase them, supposedly will help us to be accepted by others
5. Entertains us by providing the opportunity to live vicariously

Self-fulfilling prophecy

- We form certain expectations of people/events
- We communicate these expectations with various cues
- People tend to adjust their behaviour to match the cues
- RESULT - original expectation becomes true

Social learning theory (Albert Bandura)

- One can learn through observation
- Rewards and punishments
- BOBO Doll Experiment

Resocialization

- The process by which existing social roles are radically altered or replaced.
Resocialization can be voluntary, but is often involuntary. Ex. moving countries, converting religions, etc.
 - **Total institution:** Ex. prison, mental institution, rehab, residential schools, etc. A place where people are isolated from the rest of society for a set period of time and come under the control of officials who run the institutions. All aspects of life are conducted, by the same people, at the same place, and are constantly being watched. All daily activities are tightly scheduled with very strict rules.
 - **Risks??** They become institutionalized. Making decisions becomes very difficult because everything has been done for them for a long time.
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