

## Sociology in Global Perspective

- looking beyond our own boundaries to consider the dynamics forces of globalization
  - hawaii missile hoax
  - trump
  - etc
- must examine broader forces at work in the world and how it affects us
- Globalization is a worldwide process involving the production, distribution and consumption of goods and services
- Capitalism = a defining feature of the global economy

## Levels of analysis

- = size of social groups being considered from the smallest to the largest
- understanding sociology requires understanding multiple levels of analysis
  - race, gender, age (dif levels of analysis)
- picture levels of analysis in our social environment as an interconnected series of small groups, organizations, and institutions and societies
- how do the levels connect or conflict with one another?
  - usa
  - where does free speech end? political views end? conflict happens

## What is culture:

- beliefs, values, behaviour, and material objects that define a people's way of life passed on from one generation to the next

## two components:

- nonmaterial culture or the intangible creations of human society (kindness)
- tangible products of human society, material culture (lacrosse)

## What is culture:

- only humans depend on culture rather than instincts to ensure the survival of their kind
- culture gives us the ability to actively shape the natural environment for ourselves
  - Canada = central heating + cooling because of environment = affected our architecture, altered our environment to make it better for us
- many modern societies are multicultural

## Components of Culture

- symbols are defined as anything that carries a particular meaning recognized by people who share culture
- the meaning of the same symbols varies from society to society, within a single society, and over time
- Language
  - system of symbols that allows members of a society to communicate with one another
    - language is the key to cultural transmission the process by which one generation passes culture to the next
    - through most of human history cultural transmission has been accomplished through oral tradition
    - only humans can create complex systems of symbols, but some other animals have the ability to use symbols in communicating

- the Sapir-Whorf hypothesis holds that people perceive the world through the cultural lens of language

#### Values

- are culturally defined standards by which people judge desirability, goodness and beauty and which serve as broad guidelines for social living
- values are broad principles that underlie beliefs, specific statements that people hold to be true

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#### Norms

- norms are rules and expectations by which a society guides the behaviour of its members. they may be either prescriptive or proscriptive
- there are two special types of norms that were identified by William Graham Sumner: Mores and Folkways
  - Folkways: informal norms that suggest customary ways of behaving
  - Mores: norms that carry a strong sense of social importance
- as we internalize norms, we respond critically to our own behaviour through shame or guilt
- social control
  - informal + formal social control
    - formal: state related ; police, military, child protection services
    - informal: family, friends, extended squad

#### Cultural Diversity

- high culture refers to cultural patterns that distinguish a society's elite ; in contrast popular culture.....

- aspects of a good theory
  - logically sound
  - conflicting positions
  - sensitizing ability ( what has been ignored )
  - popularity (popularity does not mean validity)
- Evaluate theory
  - scope; range of phenomena
  - Accuracy
  - Parsimony; simplest theory = most correct
  - Can the theory be falsified

#### Birth of Sociology

1. Society exists on its own
2. Society produces the individual
3. individuals simply fill positions
4. Smallest unit of social analysis is the family
5. Parts of society are interrelated and interdependent
6. change is a threat
7. Social institutions are beneficial
8. Modern social changes create fear and anxiety

9. Emphasis on seemingly irrational factors
10. Return to social hierarchies and healthy competition

### Functionalism

- social world is a dynamic system of interlaced and interdependent parts
- social structures exist to help people fulfill their wants and desires
- human society is similar to an organism when it fails to work together the system will fail
- society must meet the needs of the majority
- predominant in 1920's- 1960's

### Spencer

- survival of the fittest
- societies evolve because they need to change in order to survive
- environmental pressures allows beneficial traits to be passed on to future generations.
- Social darwinism - draws upon darwins idea of natural selection
- Laissez-fair approach - approach opposes regulation of or interference with natural processes

### Durkheim

- founder of modern sociology
- human action originated in the collective rather than in the individual
- suicide studies
- behaviour = driven by the collective consciousness
- social facts are general social features that exist on their own - independent of individual manifestations
- anomie = state of formlessness that results from the lack of clear goals and creates feelings of confusion that may ultimately result in higher suicide rates
- Mechanic solidarity describes early societies based on similarities and independence
- Organic Solidarity describes later societies organized around interdependence and the increasing division of labour

### Merton

- social structures that have many functions
- manifest functions: intended consequence of an action or social pattern
- Latent functions: unintended consequences of an action of social pattern (school teaches you your gender)

### Conflict Theory

- society is grounded upon inequality and competition
- power is the core of all social relationships; scarce and unequally distributed
- social values and the dominant ideology are the vehicles by which the powerful promote their own interests at the expense of the weak

### Karl Marx

- Dialectics: a way of seeing history and society as the result of oppositions, contradiction and tensions from which social change can emerge (Hegel)
- Idealism: human mind and consciousness are more important in understanding the human condition than the material world
- human consciousness and human interaction with the material world could change society
- relations based on power
- proletariat (everyone else) and bourgeoisie

- Alienation: the process by which workers are disconnected from what they produce. There are several types
- Exploitation: diff. between what workers are paid vs. wealth created for owners
- Ideology: set of beliefs and values that support and justify the ruling class of society
  - dominant ideology maintains the position of the ruling elite
- false consciousness: belief in and support of the system that oppresses you
- Class consciousness: Recognition of their domination and oppression and the collective action that occurs to address it

### Symbolic interactionism

- people act toward things based on the meaning those things have for them; and these meanings are derived from social interaction and modified through interpretation
- Ritzer's principles of sociology
  - humans have the capacity for thought
  - human thinking is shaped by social interaction
  - people learn meanings and symbols in social settings
  - meaning and symbols enable people to carry on uniquely human actions
  - meanings and symbols change dependent upon interpretation
  - unique ability to interact with self
  - culmination of interaction and patterns of action make up society
- highlights the ways in which meanings are created + changed by ppl in society, etc
- \*\*\*\*THOMAS THEOREM
  - things you deem are real are real in its consequences
- Weber
  - Verstehen: deep understanding and interpretation of subjective social meanings
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- Simmel
  - society is the summation of human experience and its patterned interactions

### Modern Social Theories

- should not be thought of as completely separate from classical theories
- draw on others work
- recurring theme of power is in modern theories

### Gramsci

- hegemony is a process that is constantly negotiated and renegotiated and must be won
  - cultural: Hollywood; won hegemonic war
- Hegemony used as a way to explain particular features of social organization come to be taken for granted and treated as common sense.

January 22, 2018

### **Feminist Theories:**

- most of soc = done by men + reflects men's understanding

- understanding society from the view of one gender = theories not necessarily interchanged between genders
- many types of feminism (16 + types of feminism)
- feminism + feminist thought = different things
- core concern = gender oppression
  - women + men should be equal
  - men have social power and an interest in maintaining their power over women

#### Marxist Feminist Thought

- gender inequality results from unequal power of men and women under capitalism
  - capitalism uses women as a reserve army labour in times of shortages and to keep wages down
  - marriage under capitalism is a means of ensuring the perpetuation of private property through inheritance (passing property of father (daughter) to another man (new husband))
- women are reproducers and maintainers of the labour force

#### Radical Feminism

- patriarchy = main explanatory concept
- inequality has biological roots in sexual violence
  - women = controlled and forcibly impregnated
  - men are socialized to be sexually aggressive
  - sexual aggression supported by peer groups (directly, or indirectly ( not saying anything))
- main focus is on violence against women and the effects of sexual abuse on women's criminality

#### Simone Beauvoir

- Patriarchy = societies set up to ensure women are systematically controlled and devalued
- gender and femininity are social constructs

#### Dorothy Smith

- everyday world as problematic
  - everyday world contains different experiences and thus sees it as the starting point of inquiry
  - standpoint-preserves the presence of the subject as an active and experiencing person
  - must take into account + examined women's viewpoint (other ppl talk about needing to know different racial standpoints as well, etc etc)

#### bell hooks

- black feminist thought
- Pointed out how Society rarely recognized black women as separate from black men
- criticized feminist theorizing that automatically positions households as places of patriarchal oppression for women
- hook argues against universal assumptions about women's experience

#### Post Structuralism

- concerned with how knowledge is socially produced

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- Foucault (Power/Knowledge (linked) and Discourse)
  - power created within social relationships, multi dimensional, found everywhere and always at work
  - knowledge can never be separated from relations offer
  - Discourses guide how we think, act and speak
    - tell us how the world is and how it ought to be
  - Discipline is how we come to be motivated to produce particular realities
  - power operates by producing some behaviours while discouraging others
  - Discipline (form of power) works through surveillance (cameras everywhere)
    - Surveillance acts of observing, recording and training
  - Normalization: a social process by which some practices and ways of living are deemed normal and others abnormal

Pierre Bourdieu

- a new approach to theorizing social inequality
- class: influences cultural taste
- habitus: act certain ways in certain situations

## Chapter 9

Basic concepts and issues

- theories, hypotheses, variables

Social theories refer to propositions about how various elements of social life are related to one another

- 3 components
  - general statements about social relationships
  - statements about the causes of these relationships
  - general predictions based on these reasons, about how people will react to certain events or experience or conditions
- research projects usually test hypotheses not theories
  - positive findings provide support for a theory, it does not prove a theory to be correct

- sociological knowledge is based on science, a logical organized method of containing info.  
scientific knowledge is based on empirical evidence

concepts, variables and measurement

- concepts are mental constructs that represent some part of the world, inevitably in a simplified form
- variables are concepts whose value changes from case to case
- operationalizing a variable is the process of developing the measure to be used in gauging a variable

Structure of scientific theory

- conceptual plane —> operational plane

### Measurement and relationships

- measurement requires reliability the quality of consistent measurement and validity the quality of measuring precisely what one intends to measure

### Relationships among variables

- cause and effect is a relationship in which change in one variable causes change in another
  - A must precede B
  - must be a change
  - no spurious variables
- correlation exists when two or more variables are related in some way

Cause --> Effect

Independent variable --> dependent variable

### Sampling

- social scientists rely on small groups of people a sample, to reflect the thoughts feelings and behaviour of a larger group of humans, the population
- samples can be more or less representative of a larger population
- probability samples are designed to represent the larger population
- non-probability samples include convenience and snowball samples

### Limitations of scientific research

- human behaviour is too complex to allow sociology to predict any individuals actions precisely
- humans respond to surrounding = the mere presence of a researcher may affect the behaviour being studied
- social patterns change constantly, might not be true in one time or place may not hold in another
- because sociologists are part of the social world they study, objectivity in social research is especially difficult
- subjective interpretation is always an important element

### Qualitative Research

- nonnumerical examination and interpretation of observations for the purpose of discovering underlying meanings and patterns of relationships

### Quantitative Research

- numerical representation and manipulation of observations for the purpose of describing and explaining the phenomena that those observations represent

### Survey Research

- interview + questionnaires
- cross-sectional
  - compares different groups at one point in time
- measures attitudes, opinions, beliefs, values, and behaviours

### Limitations of survey research

- how do you find representative sample
- will people respond to your survey
  - usually low response

- will people tell the truth about their behaviour and opinions

#### Longitudinal research

- studies the same group over a period of time
  - may use diaries, interviews, health and employment records
- Time consuming
- sample attrition
  - people may drop out of the research

#### Aggregate data Research

- Government statistics, social indicators
  - social trends but stats can
- Used to detect relationships and trends
  - unemployment rates, property crimes
- Can you depend on the agencies taking the count or are they biased?

#### Experimental Research

- requires willing subjects (human guinea pigs)
- needs an experimental and control group for comparison
- Subjects must be randomly assigned to groups
- seeks out cause and effect under highly controlled conditions
  - typically experiments are explanatory, that is, used to test hypothesis, unverified statements of a relationship between variables

#### Difficulties with experimental research

- is it ethical
- is it realistic
- can you generalize from such a small group
  - 20-30 ppl vs population?
- can you really control all the relevant factors

#### Quasi-experimental research

- uses a real situation for experimental purposes
  - compare the recidivism rates of young offenders sent to boot camp or given community service
- hard to control assignment to groups

#### Participation Observation

- involves active participation in the daily life activities of those he or she is observing
- Qualitative in nature
- Covert, those in the field are not informed of the researchers status
- semi-covert, only some people involved are aware
- open, everyone is aware of the researchers status

#### Difficulties with observational research

- it may be dangerous
- is it ethical?
  - go somewhere and not tell them who you are

- how will you affect the behaviour of the group
- it is very time-consuming

#### interviews

- structured; each respondent asked the same question, quantitative in nature
  - 15-20 mins
- semi-structured; use a set of questions however allow respondents to guide the interview in areas they think are important
  - 2-3 hours
- unstructured; no predetermined questions, interview proceeds conversational
  - weeks

#### Secondary Analysis

- archival/historica : using existing sources is a research method in which a researcher utilizes data collected by others
- meta-analysis: a statistical analysis that review a large body of extent literature

#### Alternative Sources of Information

- Case Study: in-depth investigation of one or few phenomenon
  - serial killers, bitcoin, hurricane katrina, etc
- Cyber Research: new info technology and the internet provide researchers up to date resources
- commissions of inquiry
  - federal and provincial
    - native justice, sexual abuse in religious and government institutions, doping in sports

#### Ethics

- how may the research affect other people's lives
- who will be studied
- what pressure is placed on research by funding agencies and vested interests
- do you have informed consent
  - are people free not to participate
  - do they know what they are getting themselves into

#### Categories of Minority Relations

- assimilation
  - minutiae group sheds its differences and assumes the traits of the dominant group
- cultural pluralism or multiculturalism
  - minority groups retain their cultural identities and the larger society promotes cultural ethnic and racial diversity
- genocide
  - intentional extermination of all members of a minority group
- expulsion or population transfer
  - force a minority to leave the country or confines them to a particular location

#### Neo- colonialism

- by 1960s most cookies had gained political independence, but continued dependence on western countries

- neo-colonialism has become known as the continuation of western colonialism by not only economic and political but also cultural means
- the dominance of western multinationals (mcdonalds homogeneity, plundering of resources, sweatshops, americanization)
- neo liberal policies of the WTO, IMF, and Worldbank

#### US concept of assimilation

- the policy that newcomers should follow the path of Anglo conformity, but most groups do not reach full assimilation in the expected period of time
- even today, descendants of the early immigrants hold on to their ethnic heritages and identity and pass them from generation to generation

#### Mexican Americans

- originally never crossed an ocean left their borders or crossed into us borders
- originally came into the US by conflict, conquest, and coercion
- never immigrated, so its arguable that assimilation is not even possible

#### Boundary Maintenance

- boundary markers differentiate between groups (customs, traits, language, political ideas)
  - who defines culture/markers, for what purpose
  - the groups culture and social organization may change without removing/changing the ethnic boundary markers
  - these boundaries need not be territorial, but more likely social
- cultural differences relating to ethnicity and are extremely relevant in social interaction
- people change ethnic identity, individuality or collectively (intermarriage/cultural adoption, economic/production strategies, escape social stigma)
- boundaries also connect

#### Living in the Hyphen

- given the tremendous diversity n Canada, we are seeing (fillin the blank - Canadian)
  - what happens when boundaries start to fail us
- due to hybrid ancestries cultural identities are overlapping
  - what becomes our frame of reference
- cultural identity in Canada's multicultural environment is beginning to reach critical mass where people are suffering from a cultural identity crisis
  - can categories be defined or set out anymore
- paradox of being in Canada as other while at the same being defined as the other in ancestral home

#### Diaspora

- rooted in the Jewish communities who live outside of their ancestral homeland
- modern usage applies to any people who are scattered/displace and live outside there the land of there ancestry
- all people of Armenian descent living outside of what is and was traditionally called Armenia - can be considered an example - the Armenian diaspora
- difficult to measure and quantify
- African diaspora

#### Socialization

- concept of socialization
  - refers to the ways in which individuals attempt to align their own thoughts, feelings, and behaviour to fit into society or groups - the process in which individuals incorporate society into their senses of self
  - nature vs nurture debate
  - to interact with others, we must learn the social rules. the norms of a society/culture which tell us those behaviours are acceptable and which are unacceptable
  
- Agents of socialization
  - family, friends, school. work and relationships
  - outcomes of socialization include:
    - gender role
    - linguistic and cognitive competence
    - moral development
    - orientation towards social class
  
- Adult Socialization
  - in adulthood, socialization is concerned with equipping the individual to function effectively in adult roles
  - Role acquisition:
    - the major roles we acquire as adults include spouse parent work roles, grandparents and retiree
    - Midlife (40-60) involves several role transitions
      - marital (divorce, widowhood)
      - parental (children leave home)
      - caregiver (children and aging parents)
      - work (entry or exit)
  
- anticipatory socialization
  - activities that proved people with knowledge about, skills for, and values of a role they have not assumed
  - usually works best for future roles that are highly visible
  - eases role transition if future roles are presented accurately
  - entails goal setting, planning, and preparation for future roles
  
- Role Discontinuity
  - when values and identities associated with a new role contradict those of earlier roles
  - on entering a discontinuous role, we must revise our expectations aspirations

## Cultural Diversity

- high culture refers to cultural patterns that distinguish a society's elite; in contrast, popular culture designates cultural patterns that are widespread among a society's population. high culture is not inherently superior to popular culture
- subcultures are cultural patterns within a population whose values, norms, folkways or mores set them apart from the mainstream culture
  
- Multiculturalism
  - an educational program recognizing the cultural diversity of the country and promoting the equality of all cultural traditions

- stands in opposition to eurocentrism, dominance of european (particular english) cultural patters

#### counterculture

- cultural patterns that strongly oppose accepted culture within a society
- cultural change
  - as cultures change strict to maintain cultural integration, the close relationship among various elements of a cultural system
  - William Ogburn's concept of cultural lag refers to the fact that cultural elements change at different rates, which may disrupt a cultural system

#### Ethnocentrism

- practice of judging another culture by the standards of one's own culture
- Sociologists tend to discourage this practice instead, they advocate cultural relativism, the practice of judging a culture y its own standards
- being aware of ethnocentrism and cultural relativism helps you become a more informed critical thinker

#### cultural sensitivity

#### Canadian Culture

- is there a unique Canadian culture
- Canadian Values
  - belief in equality and fairness in a democratic society
  - belief in consultation and dialogue
  - importance of accommodation and tolerance
  - support for diversity
  - compassion and generosity
  - attachment to Canada's natural beauty
  - Commitment to freedom, peace and non-violent change

#### Theoretical analysis of culture

- symbolic-interactionist
  - paradigm suggests a society's culture is comprised of a variety of symbolic meaning systems that are shaped and reshaped through ongoing social interaction
- do not accept that one dominant culture forces a uniform system of values on society, but rather they identify many types of cultures, be it countercultures, subcultures, or multicultures.

#### Symbolic interactionism

- how culture is created and recreated through social interaction
- culture is modified according to the negotiation of reality
- Minority status is a social category created by interacting individuals
- culture is the set of symbols to which we collectively assign values
- structural-functional paradigm depicts culture as a complex and relatively stable strategy for meeting human needs
- cultural universals are traits that are found in every known culture
- social-conflict paradigm suggests that many cultural traits function to the advantage of some and the disadvantage of others

## The internet and Diasporas

- we are seeing a reconfiguring of immigrant networks
  - what could be termed globalized diasporas
  - small communities anywhere, can experience diasporas on a daily basis via the internet and other technologies
- the experience of community of membership is no longer bounded by nation-states

## Sex and Gender

### Sex

- biological
- characterized as diametrical opposites "opposite sex"

### Gender

- social constructed
- masculinity / feminity
- characteristics associated with sexes

### problematic sex / gender distinction

- intersected individuals
  - born with ambiguous genitalia
  - how do we decide who is male and who is female
- transgender and transsexual individuals
  - gender = those who do not fit into normative constructions of sex and gender
  - sex = encompass those who undergo sex reassignment surgery

### Masculinity and Femininity

- hegemonic masculinity
  - ideal of masculinity that men are supposed to strive to achieve
  - derives from Gramsci
  - requires men to be successful, capable, and reliable
  - irrevocably tied to heterosexuality

### Emphasized Femininity

- Based on women's compliance with their subordination to men
- requires women to be supportive, enthusiastic and sexually attractive

### Disney's portrayal of masculinity and femininity

### Reproducing gender

#### Families

- gender expectations begin at birth
- parents spend more time talking to girls while leaving boys alone, punish sons more often than daughters
- gendered divisions of household labour

### Differential association

- decent friends are particularly important in illegal drug behaviours
- recently cultivated friendships are more important in deviant behaviours

### Sexual Deviance - the hidden kinks -

### Aspects of sexual identity

- body image, how you see yourself = how you have sex (ie. lights off)
- sexual values and ethics (ie. safe sex, no pre-marital sex, consent)
  - ethics (monogamy, where to have sex, telling partner about sti)
- erotic preferences (ie. hetero, bi, polyamorous, pansexual, lgbtq)

### Gender differences in sexual socialization

- men have more interest in sex
  - males are more encouraged to initiate sex, experiment
  - aggression is more often linked to male sexuality
- for females, the connection between sex and intimacy is paramount
  - females are taught to view sex within the context of a loving relationship
  - females also have negative associations with sex, guilt and shame, fear of pregnancy
  - female sexuality is more shaped by culture and situational factors

### S&M concepts

- sadist: person who obtains sexual satisfaction from inflicting pain on another person
- Masochist: a person who obtains sexual satisfaction from experiencing pain
- Sadomasochism: the interaction between a sadist and masochist

### Sadomasochism

- sexual arousal associated with the infliction and receipt of pain or humiliation, can be simulated
- occasional and mild S&M is common among the general population and an S&M subculture exists in Canada
- Males begin to enjoy sadomasochism in childhood
- women are typically introduced to sadomasochism by someone else and many are also dominant
- masters and johnson discovered that sadomasochist fantasies are fairly common but most people do not want to experience them in real life

### Who has the power

- roles
  - master/dominant/top
  - submissive / bottom
  - slave
  - switch

### Scripts

- role playing
- props

### Consensual sex

- voluntary
- hard limits set out
- what is sexual content if any

### Safety issues

- words
- color schemes
- water

## Collective Behaviour and Social Movements

- Social movement
  - organized activity that encourages or discourages social change
- Collective behaviour : activity involving a large number of people often spontaneous and usually in violation of established norms
  - other forms of collective behaviour include mobs, riots, and crowds; rumour and gossip public opinion; fashions and fads; panic and mass hysteria

### Studying Collective Behaviour

- collective behaviour is difficult to study for three reasons
  - it is diverse ;and involves a wide range of human action
  - it is variable; hard to predict outcomes
  - much collective behaviour; is transitory it can come and go quickly

### **Collectivity**

- a large number of people whose minimal interaction occurs in the absence of well-defines and conventional norms

### **localized collectivity**

- refers to people physically close to one another as in the case of crowd or riots

### **dispersed collectively or mass behaviour**

- involves people who influence one another despite being spread over a large area
  - examples of this type of collective behaviour include rumours, public opinion, and fashion

### Collectivities differs from the familiar concept of social groups in three ways

- people in collectivities have little or no social interaction
- collectivities have no clear social boundaries
- collectivities generate weak and unconventional norms

### Lifestyle change since WW11

- mass consumption
  - tv's cars, suburbia
  - pop culture = big business
- desire for more freedom
  - high education and international tourism
- Social Justice
  - civil rights movent
  - anti-war movements
  - gay rights movement

### Canadian symbols \*\*

- peace keeper helmet
- maple leaf
- mountie

### What is a social problem

- C Wright Mills distinguished between personal troubles and public issues
  - personal troubles are things that affect individuals and their immediate surroundings
  - public issues have an impact on large numbers of people and are matters of public debate
- sociologists consider a social problem to be an alleged situation that is incompatible with the values of a significant number of people who agree that action is needed to alter the situation

### Factors that contribute to globalization

- time and space "compression of the world" (Robertson 1992:8)
- cultures and societies being squeezed together
  - know news quickly, multicultural, easy to get other places etc etc etc
- premodern societies - concrete localities
- evolution in transportation the linking of technology to economic change

### 3 factors

- rise of the nation state
- rise of transnational entities
- pax americana
  - latin for peace (pax)

### Proto- globalization

- previously failed attempts to embrace all of humanity
  - failed due to
    - was not wholly incorporating
    - people lacked knowledge or was tainted
    - narrow views civilized and barbarians
    - one way transmission of culture

### Conceptualizing a sociology of globalization

- modernity
  - divide between premodern and modern societies
  - shift towards industrialization and emphasis upon predictability
- reflexivity
  - reflect on what's going on between you and society
- neo-liberalism
  - liberalism = state should be out of your affairs
  - factors leading to the rise of neo-liberalism
    - the need for free markets and free trades
    - reduction in government regulation
    - move towards privatization
    - budget cuts by governments

### Defining globalization

- a social process in which the constraints of geography, economic, political, social and cultural arrangements, in which people become increasingly aware that they are receding and act accordingly (Waters)

- thought of as the widening and deepening and speeding up of world-wide interconnectedness in all aspects of contemporary social life, from the cultural to the criminal the financial to the spiritual (Held)

#### Durkheim's Theory of Anomie

- society of saints
  - everyone = saints
  - still have deviants
- humans are egotistic
  - society needs social control to regulate their wants and behaviours
- Anomie
  - a condition of formlessness
  - = deviance spikes
  - results from rapid social change (industrialization, war, terrorist attacks, hurricanes, natural disasters)
- Rapid change creates anomie
  - increases deviance

#### Merton's Typology of Adaptation to Anomie - chart in textbooks

- conformity : accepts cultural goals, accepts legitimate
- Innovation: accepts cultural goals, rejects legitimate
- ritualism: rejects cultural goals, accepts legitimate means
- retreatism (drug addicts, etc): reject cultural goals, rejects legitimate means
- rebellion ( left / right wing subcultures) : reject and replace cultural goals, reject and replace legitimate means

#### Hirschi's Social Bond (1969)

- attachment
- commitment
- involvement
- belief

#### Differential Association

- Criminal attitudes and skills are learned:
  - through interaction with significant others
- Criminal learning includes skills and motives
  - significant others give definitions that are favourable or unfavourable to law-breaking. too many definitions favourable to breaking the law results in deviance
  - Associations vary in priority, frequency, duration and intensity. Criminal behaviour is learned just like non criminal behaviour

#### Attractiveness Stereotype

- the belief that 'what is beautiful is good'
- research finds that we believe physical attractive people have more favourable personality traits and are more likely to be successful
- more than 70 studies found that attractiveness has a moderate influence on how sensitive and kind and interesting a person is
- it has less influence on judgements of intelligence, and no influence on judgements of integrity

Students in one series of studies were asked

- what is the minimum percentile of intelligence you would accept in considering someone for
  - a date: women = above average for a date, more with increasing commitment
  - Men = similar criteria for dating and long term date, considerably lower for sexual partners

Deviance

- a violation of a cultural/societal norm. hence to deviate from the norm
- deviance can be viewed as absolute or as relative to the group being studied
- societies divide deviance into more or less serious forms, representing mores and folkways

Social Constructionism

- if men define situations as real, they are real in their consequences (Thomas)
- Labelling theory
  - Tannenbaum
    - dramatization of evil in regards to youth
  - Edwin Lemert (Social Pathology)
    - primary deviation rule breaking
    - secondary deviation agreement with societies reaction

Moral Careers and Deviant SubCultures

- in his famous work, *Outsiders: Studies in the Sociology of Deviance*, Howard Becker, elaborated the processes through which
  - primary deviance leads to secondary deviance
  - the importance of deviant subcultures in maintaining the deviant self-image
- outsiders refer to people labeled as deviants who accept the deviant labels

Becker's stages of becoming an outsider

- an individual commits a deviant act (primary deviance)
- the person begins to accept the deviant status (secondary deviance)
- the deviant joins a deviant subculture

Master Status

- basis of personal identity
- self-fulfilling prophecy

Stigma and Deviance

- deviance can take many forms
- Erving Goffman defined stigma as an attribute that is deeply discrediting
- Stigma can take three forms
  - a physical deformity
  - being part of an undesirable social group
  - a character flaw

The Career of the Mental Patient

- Erving Goffman studied the ways that mentally-ill patients managed stigma in asylums
- he described mental institutions as total institutions, places where individuals are required to isolate themselves from the rest of society
- the goal of the asylum is to force the patient to adjust her senses of self

- Goffman found that individuals with stigma try to cover-up their deviance by passing ways that people try to make themselves look like normal people and covering ways of concealing their problems from people

#### Ethnomethodology and deviance

- ethnomethodology emphasizes how individuals construct and defend their views of social reality
- the meaning of a given behaviour may be defined as deviant to one person but not to another person through the process of reflexively
- a product of this interaction process is the documentary interpretation of actions

#### Education:

- hidden curriculum; girls learn that they are not as important as boys
- teachers interact with boys more than girls in classrooms
- praise girls for being congenial and neat while boys praised for intellectual quality

#### Reproducing gender: Media

- television shows
  - all women are beautiful (but not all men?), heterosexual and with few exceptions
  - reality television glorifies competitive cutthroat behaviour
  - talk shows
  - television shows networks directed at helping individuals achieve beauty ideals
    - biggest loser

#### Gendered Bodies:

- how we present our bodies, efforts to shape them and how we interpret others bodies are all accomplished socially
- plastic surgery normalized?
  - top surgeries are liposuction, rhinoplasty, eye lifts
  - highest proportion women between 35 and 50'

#### Gender and Work

- occupations segregated into men's and women's jobs
- women hold more lower paying jobs than men
- greater proportion of part time workers (increased 100% between 1976 and 2000)
- women represent 70% of part time workers
- women who work in male dominated industries are more likely to never marry or to remain childless than women in other occupations
- 2008 women working full time earned on average 70.5% of what men earned
- 2002 women working full time earned an average of 36000 while employed men working the same schedule earned 50500
- gap is greater for university educated women who earned only 68% of what men earn
- unpaid labour

#### Intersectionality

- gender class and race all function as mechanisms for producing social inequality
- minority women must confront racism, ethnocentrism, classism and sexism becoming of the most disadvantaged groups

- intersectional approach key to understanding to complex experiences of how relations of gender race and social class work together to position some individuals as privileged and others as disadvantages
- acknowledging complexity and messiness of reality

## Interpersonal attraction

### What is considered Attractive?

- physically attractive individuals have more opportunities for sexual relationships (and STDs or STIs)
  - college students in one study were willing to lie about themselves to win dates with physically attractive partners
- lack of extreme symmetry
  - women with
    - low waist-to-hip ratio
    - lustrous, shiny hair
    - large eyes and a small nose
- men
  - masculine features
  - large jaw and a medium sized nose
- positive behaviours, smiling and helping, make individual appear more attractive

### Stages in Social Movements

- emergence (perception that something is wrong)
- coalescence (defines itself, recruits members, and devises strategies and tactics)
- bureaucratization (organizes rationally to get job done)
- decline (eventually most social movements lose their influence)
  - success, co-optation of leaders, repression, establishment within mainstream, failure due to organizational weakness

### Social movements exist to encourage or resist change

- many have achieved important goals (gender equality, gay rights, environmentalism)
- major social transformations, like the industrial revolution, gave rise to workers movements which reduced working hours, ended child labour, made the workplace safer, established the right to bargain collectively with employers

### Looking ahead

- Canadian society has been influenced by social movements especially since the 1960's
- the scope of social movements is likely to increase
  - previously disadvantaged categories of people are strengthening their political voices
  - it's easy to stay informed of events due to technology
  - new technology allows for new social networks that are global in scope

### verstehen meaning

karl marx = class conflict

try to understand a culture on its own terms is called

defining a social problem, distinguishes between personal troubles and public issues  
how a crowd reacts to different things

crowd

- a temporary gathering of people who share a common focus of attention and who influence one another
  - casual crowd: a loose collection of people who interact little if at all: people at an accident
  - a conventional crowds: planned and follows a clear set of norms;; a lecture, funeral
  - an expressive crowd: an event with emotional appeal; new years eve at times square
  - an acting crowd: motivated by an intense, single minded purpose; fleeing from a mall after hearing gunshots

Mob: highly emotional crowd that pursues a violent or destructive goal; lynch mob

riot: a social eruption that is highly emotional, violent, and undirected

- they often serve as collective expressions of social injustice

social change: well organized crowds challenge the status quo and sometimes to force social change

Contagion theory

- crowds exert a hypnotic effect over their members and take on a life of their own
- people forget about personal responsibility shielded by the anonymity of crowd

Critical review

- crowd actions result from policies and decisions made by specific individuals
- emotions are not necessarily irrational they can reflect real fear or result from an injustice

Convergence theory

- believes that crowd behaviour comes from particular people who join in
  - people who wish to act in a certain way come together to form crowds
  - they express existing beliefs and values
  - the crowds that formed at demonstrations protesting globalization, as in Quebec City in 2001, were like-minded

Critical review:

- people sometimes do things in crowds they would not do alone and crowds may intensify emotions

Emergent norm theory of crowd dynamics

- similar interests draw people in a crowd, distinctive patterns of behaviour may emerge
  - crowds begin as collectivities containing people with mixed interests and motives
  - rules are made as they go along

Critical review

- middle ground approach
- suggests that people take on different roles, leader lieutenant, follower

Dispersed collectivities

- mass behaviour
  - collective behaviour among people spread over a wide geographic area
- rumour: unconfirmed information spread informally, often by word of mouth

- thrives in uncertainty
- unstable
- difficult to stop
- gossip
  - rumour about people's personal affairs, tends to be localized

Public opinion is widespread attitudes about controversial issues

- in Canada, publics have formed on the issues of killing seal pups, Quebec separatism, same-sex marriage, gun control, assisted death
- propaganda: information presented with the intention of shaping public opinion
  - a thin line separates information from propaganda
  - the difference depends mostly on the presenter's intention

Fashion and fads

- fashion = a social pattern favoured by a large number of people
  - in pre-industrial societies, clothing and personal appearance change very little
  - in industrial societies established style gives way to changing fashion
  - involves conspicuous consumption
  - Fashion moves downward through the class structure but there can be a reversal and many fashions favoured by rich people are drawn from lower social classes

Fad: an unconventional social pattern that people embrace briefly, but enthusiastically

- common in high income societies
- fads capture the public imagination but quickly burn out
- fashion- but rarely a fad - becomes a more lasting part of popular culture
- the 1950's hula hoop, or Pokémon Go

- Panic: people in one place react to a threat or other stimulus with irrational, frantic, and often self-destructive behaviour

- Mass hysteria: a form of dispersed collective behaviour in which people react to a real or imagined event with irrational and even frantic fear

Disaster

- an event that is generally unexpected, causes extensive harm to people and damage to property
  - natural: hurricane, earthquake
  - technological: oil spill, nuclear explosion
  - intentional: war, genocide, terror attacks

disasters are social events

- disasters harm people and destroy property and they also damage the human community
- social damage is more serious when an event involves some toxic substance, as is common with technological disasters
- the social damage is most serious when the disaster is caused by the action of other people

social movements

- an organized activity that encourages or discourages social change
- three major dynamic sources of social change in Canada:
  - class relations

- regional identity
- the bilingual and multicultural nature of our society

Four types of social movements

- alternative
  - least threatening, limited change for a limited number of members (planned parenthood)
- redemptive
  - selective focus and seek radical change (alcoholics Anonymous)
- reformative
  - limited social change that targets all members of society
  - anti abortion and pro choice movements
- revolutionary
  - the most severe strives for basic transformation of society
  - separatist movement

four types of social movements : how much change and who is changed

	Limited	Radical
Specific individuals	Alternative social movement	redemptive social movement
Everyone	reformative social movement	revolutionary social movement

Claims making: the process of trying to convince the public and public officials of the importance of joint a social movement to address a particular issue

- gay communities mobile to alert people to aids
- the aboriginal rights movement tries to increase public awareness of issues relating to land claims, social justice and quality
- the quebec student protest that began during the winter semester of 2012

Deprivation theory

- social movements seeking change arise among people who feel deprived
- relative deprivation: perceived disadvantage from a specific comparison

Critical review:

- everyone feels some deprivation, people do not organize simply because they suffer. does not explain what happens after movements form

Mass society theory:

- socially isolated people seek out social movements as a way to gain a sense of belonging and importance
  - categories of people with weak social ties are those most eager to join a social movement
  - activist tend to be psychologically vulnerable people

critical review

- it is a theory that is difficult to test
- it ignores the social justice issues that movements address

Sociological imagination = capacity to think systematically about how things we experience as personal issues are social

- think outside stereotypes and challenge them
- ask hard questions

Father of sociology = emile durkheim

Coined sociology = auguste comte

Corporate media concentration

- consolidation: more oligopoly in market
- Conglomeration: firms controlling multiple types of media functions
- Hyper commercialism: movies and product placement

Emile durkheim:

- social forces are unspoken rules and customs
- social solidarity is mechanical and organic
- religion helps knit societies together with a common set of beliefs

Mechanical solidarity = (primitive societies) - minimal division of labour, hunting and gathering

Organic solidarity = mutual dependence among people (modern societies)

Du Bois:

- unmasked patterns of race, racial inequality
- manufactured
- lack of educational, economic opportunities causes black stereotypes
- double consciousness

Critical ideas of structural functionalism

1. enduring features of society explained in terms of their functional purpose
2. individuals shaped and constrained by the social system in which they live
3. conflicts minimized by the social system as individuals learn and accept their place

Symbolic interactionalism (Mead and Blumer)

- everyday human behaviour
- studying physical, social, abstract objects
- we behave so others will look at us positively
- therefore we behave performatively