contents

Chapter-Opening Excerpts xiii
Boxed Features xiv
Social Policy Sections xvi
Maps xvi
Summing Up Tables xvii
Preface xix

1 Understanding Sociology 2

What Is Sociology? 5
The Sociological Imagination 5
Sociology and the Social Sciences 5
Sociology and Common Sense 7

What Is Sociological Theory? 8

The Development of Sociology 9
Early Thinkers 9
Émile Durkheim 10
Max Weber 10
Karl Marx 10
W. E. B. DuBois 11
Twentieth-Century Developments 12

Major Theoretical Perspectives 13
Functionalist Perspective 13
Conflict Perspective 14
Interactionist Perspective 15
The Sociological Approach 16

Taking Sociology with You 16
Applied and Clinical Sociology 16
Research Today: Looking at Sports from Four Theoretical Perspectives 17
Developing a Sociological Imagination 19
Sociology in the Global Community: Your Morning Cup of Coffee 20
Appendix: Careers in Sociology 21

2 Sociological Research 26

What Is the Scientific Method? 29
Defining the Problem 29
Reviewing the Literature 30
Formulating the Hypothesis 30
Collecting and Analyzing Data 31
Developing the Conclusion 32
In Summary: The Scientific Method 34

Major Research Designs 34
Surveys 34
Research Today: Surveying Cell Phone Users 35
Observation 36
Experiments 37
Use of Existing Sources 37
Research Today: What's in a Name? 38

Ethics of Research 39
Confidentiality 40
Conflict of Interest 40
Taking Sociology to Work: Dave Eberbach, Research Coordinator, United Way of Central Iowa 41
Value Neutrality 41

Feminist Methodology 42

Technology and Sociological Research 43

SOCIAL POLICY AND SOCIOLOGICAL RESEARCH: STUDYING HUMAN SEXUALITY 44

Appendix I Using Statistics and Graphs 45

Appendix II Writing a Research Report 46

3 Culture 52

What Is Culture? 55
Cultural Universals 56
Ethnocentrism 56
Cultural Relativism 56
Sociology in the Global Community: Cultural Genocide 57
Sociobiology and Culture 57

Development of Culture around the World 58
Sociology in the Global Community: Life in the Global Village 59
Innovation 59
Globalization, Diffusion, and Technology 59
Sociology in the Global Community: Cultural Survival in Brazil 61

Cultural Variation 61
Subcultures 61
Countercultures 62
Culture Shock 62

Role of Language 63
Language: Written and Spoken 63
Nonverbal Communication 64

Norms and Values 65
Norms 65
Sanctions 67
Values 68
Sociology on Campus: A Culture of Cheating? 69

Global Culture War 70

Culture and the Dominant Ideology 70

Case Study: Culture at Walmart 71

SOCIAL POLICY AND CULTURE: BILINGUALISM 72

4 Socialization and the Life Course 78

The Role of Socialization 81

Social Environment: The Impact of Isolation 81

The Influence of Heredity 82

The Self and Socialization 84

Sociological Approaches to the Self 84

Psychological Approaches to the Self 86

Sociology on Campus: Impression Management by Students 87

Agents of Socialization 88

Family 88

Research Today: *Rum Springa:* Raising Children Amish Style 89

Taking Sociology to Work: Rakefet Avramovitz, Program Administrator, Child Care Law Center 90

School 91

Peer Group 91

Mass Media and Technology 92

Workplace 92

Religion and the State 93

Socialization throughout the Life Course 93

The Life Course 93

Research Today: Online Socializing: A New Agent of Socialization 94

Anticipatory Socialization and Resocialization 95

Role Transitions throughout the Life Course 96

SOCIAL POLICY AND SOCIALIZATION: CHILD CARE AROUND THE WORLD 98

5 Social Interaction, Groups, and Social Structure 104

Social Interaction and Reality 107

Elements of Social Structure 108

Statuses 108

Social Roles 109

Groups 111

Research Today: The Drinking Rape Victim: Jury Decision Making 112

Social Networks 114

Research Today: Social Networks and Smoking 115

Virtual Worlds 115

Social Institutions 116

Understanding Organizations 118

Formal Organizations and Bureaucracies 118

Characteristics of a Bureaucracy 118

Sociology in the Global Community: McDonald's and the Worldwide Bureaucratization of Society 121

Bureaucracy and Organizational Culture 122

Social Structure in Global Perspective 123

Durkheim's Mechanical and Organic Solidarity 123

Tönnies's *Gemeinschaft and Gesellschaft* 123

Lenski's Sociocultural Evolution Approach 124

SOCIAL POLICY AND ORGANIZATIONS: THE STATE OF THE UNIONS WORLDWIDE 126

6 The Mass Media 132

Sociological Perspectives on the Media 135

Functionalist View 135

Conflict View 139

Taking Sociology to Work: Nicole Martorano Van Cleve, Former Brand Planner, Leo Burnett USA 140

Research Today: Diversity in Reality Television 143

Feminist View 144

Interactionist View 145

The Audience 147

Who Is in the Audience? 147

The Segmented Audience 147

Audience Behavior 148

The Media's Global Reach 149

Sociology in the Global Community: Al Jazeera Is on the Air 151

SOCIAL POLICY AND THE MASS MEDIA: MEDIA CONCENTRATION 152

7 Deviance and Social Control 156

Social Control 159

Conformity and Obedience 160

Informal and Formal Social Control 162
Sociology on Campus: Binge Drinking 163
Law and Society 164
What Is Deviance? 165
Deviance and Social Stigma 166
Deviance and Technology 167
Sociological Perspectives on Deviance 168
Functionalist Perspective 168
Interactionist Perspective 169
Research Today: Does Crime Pay? 170
Labeling Theory 171
Conflict Theory 173
Feminist Perspective 174
Crime 174
Sociology on Campus: Campus Crime 175
Types of Crime 175
Crime Statistics 178
Taking Sociology to Work: Stephanie Vezzani, Special Agent, U.S. Secret Service 179
SOCIAL POLICY AND SOCIAL CONTROL: GUN CONTROL 180

8 Stratification and Social Mobility in the United States 186
Systems of Stratification 189
Slavery 189
Castes 189
Taking Sociology to Work: Jessica Houston Su, Research Assistant, Joblessness and Urban Poverty Research Program 191
Estates 191
Social Classes 191
Sociological Perspectives on Stratification 193
Karl Marx's View of Class Differentiation 193
Max Weber's View of Stratification 194
Interactionist View 195
Is Stratification Universal? 195
Functionalist View 196
Conflict View 196
Lenski's Viewpoint 197
Stratification by Social Class 197
Objective Method of Measuring Social Class 197
Gender and Occupational Prestige 198
Multiple Measures 198
Income and Wealth 199
Poverty 201
Studying Poverty 201
Research Today: Precarious Work 202
Who Are the Poor? 203
Feminization of Poverty 203
The Underclass 203
Sociology in the Global Community: It's All Relative: Appalachian Poverty and Congolese Affluence 204
Explaining Poverty 205
Life Chances 205
Social Mobility 206
Open versus Closed Stratification Systems 206
Types of Social Mobility 206
Sociology on Campus: Social Class and Financial Aid 207
Social Mobility in the United States 207
SOCIAL POLICY AND STRATIFICATION: RETHINKING WELFARE IN NORTH AMERICA AND EUROPE 210

9 Global Inequality 216
The Global Divide 219
Stratification in the World System 221
The Legacy of Colonialism 221
Multinational Corporations 222
Worldwide Poverty 224
Modernization 224
Sociology in the Global Community: Cutting Poverty Worldwide 226
Sociology in the Global Community: The Global Disconnect 228
Stratification within Nations: A Comparative Perspective 228
Distribution of Wealth and Income 228
Sociology in the Global Community: Stratification in Brazil 229
Social Mobility 230
Taking Sociology to Work: Bari Katz, Program Director, National Conference for Community and Justice 232
Case Study: Stratification in Mexico 232
Mexico's Economy 232
Race Relations in Mexico: The Color Hierarchy 233
The Status of Women in Mexico 233
The Borderlands 234
SOCIAL POLICY AND GLOBAL INEQUALITY: UNIVERSAL HUMAN RIGHTS 236

10 Racial and Ethnic Inequality 242

Minority, Racial, and Ethnic Groups 245

Minority Groups 245
Race 245
Ethnicity 248

Prejudice and Discrimination 248

Prejudice 248
Color-Blind Racism 248
Discriminatory Behavior 249
The Privileges of the Dominant 251

Taking Sociology to Work: Prudence Hannis, Liaison Officer, National Institute of Science Research, University of Québec 252

Institutional Discrimination 252

Sociological Perspectives on Race and Ethnicity 253

Functionalist Perspective 253
Conflict Perspective 254
Labeling Perspective 254
Interactionist Perspective 254

Patterns of Intergroup Relations 255

Amalgamation 255
Assimilation 255
Segregation 256
Pluralism 256

Race and Ethnicity in the United States 257

African Americans 257
Native Americans 258

Sociology in the Global Community: The Aboriginal People of Australia 259

Asian Americans 260
Arab Americans 262
Latinos 263

Research Today: Latinos in the Voting Booth 264

Jewish Americans 265
White Ethnics 265

SOCIAL POLICY AND RACIAL AND ETHNIC INEQUALITY: GLOBAL IMMIGRATION 266

11 Stratification by Gender 272

Social Construction of Gender 275

Gender Roles in the United States 275

Sociology on Campus: The Debate over Title IX 277

Cross-Cultural Perspective 279

Sociological Perspectives on Gender 280

Functionalist View 280
Conflict Response 280
Feminist Perspective 280
Interactionist Approach 282

Women: The Oppressed Majority 282

Sexism and Sex Discrimination 282
The Status of Women Worldwide 283

Women in the Workforce of the United States 283

Labor Force Participation 283

Sociology in the Global Community: The Head Scarf and the Veil: Complex Symbols 284

Compensation 285
Social Consequences of Women's Employment 286

Research Today: Give Me a Male Boss, Please 287

Emergence of a Collective Consciousness 288

Taking Sociology to Work: Abigail E. Drevs, Former Program and Volunteer Coordinator, Y-ME Illinois 289

SOCIAL POLICY AND GENDER STRATIFICATION: THE BATTLE OVER ABORTION FROM A GLOBAL PERSPECTIVE 289

12 The Family and Intimate Relationships 296

Global View of the Family 299

Composition: What Is the Family? 299
Kinship Patterns: To Whom Are We Related? 300
Authority Patterns: Who Rules? 300

Sociology in the Global Community: One Wife, Many Husbands: The Nyinba 301

Sociological Perspectives on the Family 302

Functionalist View 302
Conflict View 303
Interactionist View 303
Feminist View 303

Marriage and Family 304

Courtship and Mate Selection 304
Variations in Family Life and Intimate Relationships 306
Child-Rearing Patterns 307

Sociology in the Global Community: Family Life, Italian Style: Thirty-Something and Living with Mom 309

Divorce 312

Statistical Trends in Divorce 312
Factors Associated with Divorce 312
Impact of Divorce on Children 313

Diverse Lifestyles 313

Cohabitation 313

Research Today: Divorce and Military Deployment 314

Remaining Single 315

Marriage without Children 315
Lesbian and Gay Relationships 315

SOCIAL POLICY AND THE FAMILY: GAY MARRIAGE 316

13 Religion and Education 322

Durkheim and the Sociological Approach to Religion 325

World Religions 326

Sociological Perspectives on Religion 328

The Integrative Function of Religion 328
Religion and Social Support 329
Religion and Social Change 329

Research Today: Islam in the United States 330

Religion and Social Control: A Conflict View 331
Feminist Perspective 332

Components of Religion 332

Belief 332
Ritual 333
Experience 333

Religious Organization 334

Ecclesiae 335
Denominations 335
Sects 336
New Religious Movements or Cults 336

Research Today: The Church of Scientology: Religion or Quasi-Religion? 337

Comparing Forms of Religious Organization 337

Case Study: Religion in India 338

The Religious Tapestry in India 338
Religion and the State in India 339

Sociological Perspectives on Education 339

Functionalist View 339

Sociology on Campus: Google University 341

Conflict View 343
Feminist View 345
Interactionist View 346

Schools as Formal Organizations 347

Bureaucratization of Schools 347
Teachers: Employees and Instructors 348
Student Subcultures 349
Homeschooling 350

SOCIAL POLICY AND RELIGION: RELIGION IN THE SCHOOLS 351

14 Government and the Economy 356

Economic Systems 359

Capitalism 359
Socialism 361

Sociology in the Global Community: Working Women In Nepal 362

The Informal Economy 362

Case Study: Capitalism in China 363

The Road to Capitalism 363
The Chinese Economy Today 363
Chinese Workers in the New Economy 364

Power and Authority 365

Power 365
Types of Authority 366

Types of Government 367

Monarchy 367
Oligarchy 367
Dictatorship and Totalitarianism 367
Democracy 368

Political Behavior in the United States 368

Participation and Apathy 368
Race and Gender in Politics 369

Research Today: Why Don't More Young People Vote? 370

Models of Power Structure in the United States 372

Power Elite Models 372
Pluralist Model 373

War and Peace 374

War 374
Peace 374
Terrorism 376

Changing Economies 377

Microfinancing 377
The Changing Face of the Workforce 378
Deindustrialization 378

Research Today: Affirmative Action 379

Taking Sociology to Work: Diane Belcher, Administrative Assistant in Workforce Development, New River Community College 380

SOCIAL POLICY AND POLITICS: CAMPAIGN FINANCING 380

15 Health and the Environment 386

Culture and Health 389

Sociological Perspectives on Health and Illness 389

Functionalist Approach 390
Conflict Approach 390
Interactionist Approach 392
Labeling Approach 392

Taking Sociology to Work: Lola Adedokun, Independent Consultant, Health Care Research 393

Social Epidemiology and Health 394

Social Class 394

Research Today: The AIDS Epidemic 395

Race and Ethnicity 396
Gender 397
Age 397

Health Care in the United States 398

A Historical View 398
Physicians, Nurses, and Patients 399
Alternatives to Traditional Health Care 400

Research Today: Health Care, Retail Style 401

The Role of Government 401

Sociological Perspectives on the Environment 402

Human Ecology 402
Conflict View of the Environment 403
Environmental Justice 404

Sociology in the Global Community: The Mysterious Fall of the Nacirema 405

Environmental Problems 405

Air Pollution 405
Water Pollution 406
Global Warming 406
The Impact of Globalization 408

SOCIAL POLICY AND THE ENVIRONMENT: ENVIRONMENTALISM 409

16 Social Change in the Global Community 414

Social Movements 417

Relative Deprivation Approach 418
Resource Mobilization Approach 418
Gender and Social Movements 419

Sociology in the Global Community: Women and New Social Movements in India 420

New Social Movements 420

Communications and the Globalization of Social Movements 421

Theories of Social Change 422

Evolutionary Theory 422
Functionalist Theory 423
Conflict Theory 423

Resistance to Social Change 424

Economic and Cultural Factors 424
Resistance to Technology 425

Global Social Change 425

Case Study: Social Change in Dubai 427

Technology and the Future 428

Computer Technology 428

Research Today: The Internet's Global Profile 429

Sociology in the Global Community: One Laptop per Child 430

Privacy and Censorship in a Global Village 430
Biotechnology and the Gene Pool 431

SOCIAL POLICY AND GLOBALIZATION: TRANSNATIONALS 432

Glossary 438
References 445
Acknowledgments 470
Photo Credits 473
Name Index 475
Subject Index 481