contents

PART 1 The Sociological Perspective

Chapter-Opening Excerpts xv Boxed Features xvi Social Policy Sections xviii Maps, Summing Up Tables, and Photo Essays xix Preface xx

1 Understanding Sociology 2

What Is Sociology? 4

The Sociological Imagination4Sociology and the Social Sciences5Sociology and Common Sense8

What Is Sociological Theory? 10

The Development of Sociology 11

Early Thinkers 11 Émile Durkheim 12 Max Weber 12 Karl Marx 13 Modern Developments 14

Major Theoretical Perspectives 15

Functionalist Perspective 15 Conflict Perspective 16 Interactionist Perspective 18 The Sociological Approach 19

Applied and Clinical Sociology 21

Developing a Sociological Imagination 22

Theory in Practice 22 Research in Action 22 Thinking Globally 22 The Significance of Social Inequality 22 Speaking across Race, Gender, and Religious Boundaries 23 Social Policy throughout the World 24

Appendix: Careers in Sociology 24

Photo Essay: Are You What You Own? 6

Research in Action: Looking at Sports from Four Theoretical Perspectives 20

Sociology in the Global Community: The Global Response to the 2004 Tsunami 23



2 Sociological Research 30

What Is the Scientific Method? 32

Defining the Problem 33 Reviewing the Literature 33 Formulating the Hypothesis 33 Collecting and Analyzing Data 35 Developing the Conclusion 36 In Summary: The Scientific Method 36

Major Research Designs 37

Surveys 37 Observation 39 Experiments 40 Use of Existing Sources 41

Ethics of Research 43

Confidentiality 44 Research Funding 44 Value Neutrality 45

Technology and Sociological Research 46

SOCIAL POLICY AND SOCIOLOGICAL RESEARCH: Studying Human Sexuality 48

Appendix I: Using Statistics and Graphs 50

Appendix II: Writing a Research Report 51

Research in Action: Polling in Baghdad 38

Social Inequality: Researching Privilege and Discrimination in Employment 41

Research in Action: What's in a Name? 42

Taking Sociology to Work: Dave Eberbach, Research Coordinator, United Way of Central Iowa 46

PART 2 Organizing Social Life

3 Culture 56

Culture and Society 58

Development of Culture around the World 59

Cultural Universals 59 Innovation 59 Globalization, Diffusion, and Technology 59 Biological Bases of Culture 63

Elements of Culture 65

Language 65 Norms 67 Sanctions 69 Values 70

Culture and the Dominant Ideology 71

Case Study: Culture at Wal-Mart 73

Cultural Variation 73

Aspects of Cultural Variation 73 Attitudes toward Cultural Variation 75

SOCIAL POLICY AND CULTURE: Bilingualism 77

Photo Essay: Are You What You Eat? 60

Sociology in the Global Community: Life in the Global Village 62

Sociology in the Global Community: Cultural Survival in Brazil 64

Sociology on Campus: A Culture of Cheating? 72

4 Socialization 84

The Role of Socialization 86

Social Environment: The Impact of Isolation 86 The Influence of Heredity 88

The Self and Socialization 89

Sociological Approaches to the Self 89 Psychological Approaches to the Self 92

Socialization and the Life Course 93

The Life Course 93 Anticipatory Socialization and Resocialization 95

Agents of Socialization 96

Family 96 School 98 Peer Group 98 Mass Media and Technology 99 Workplace 100 Religion and the State 101

SOCIAL POLICY AND SOCIALIZATION: Child Care around the World 102

Sociology on Campus: Impression Management by Students 92 Sociology in the Global Community: Raising Amish Children 97 Taking Sociology to Work: Rakefet Avramovitz, Program Administrator,

Child Care Law Center 99

5 Social Interaction and Social Structure 108

Social Interaction and Reality 110

Elements of Social Structure 111

Statuses 111 Social Roles 113 Groups 117 Social Networks 117 Social Institutions 119

Social Structure in Global Perspective 121

Durkheim's Mechanical and Organic Solidarity 121 Tönnies's *Gemeinschaft* and *Gesellschaft* 121 Lenski's Sociocultural Evolution Approach 122

SOCIAL POLICY AND SOCIAL INTERACTION: Regulating the Net 126

Social Inequality: Disability as a Master Status 113 Photo Essay: Why Do We Gather Together? 114 Research in Action: Adolescent Sexual Networks 118



viii

6 Groups and Organizations 134

Understanding Groups 136

Types of Groups 136 Studying Small Groups 138

Understanding Organizations 141

Formal Organizations and Bureaucracies 141 Characteristics of a Bureaucracy 141 Bureaucracy and Organizational Culture 145

Case Study: Bureaucracy and the Space Shuttle Columbia 146

Voluntary Associations 146

The Changing Workplace 147

Organizational Restructuring 148 Telecommuting 148 Electronic Communication 149

SOCIAL POLICY AND ORGANIZATIONS: The State of the Unions 150

Research in Action: Decision Making in the Jury Room 140

Sociology in the Global Community: McDonald's and the Worldwide Bureaucratization of Society 144 Research in Action: Hired Guns 149

7 The Mass Media 156

Sociological Perspectives on the Media 158

Functionalist View158Conflict View165Feminist View169Interactionist View170

The Audience 172

Who Is in the Audience?172The Segmented Audience172Audience Behavior173

The Media's Global Reach 174

SOCIAL POLICY AND THE MASS MEDIA: Media Concentration 177

Photo Essay: How Does Television Portray the Family? 160

Taking Sociology to Work: Nicole Martorano Van Cleve, Former Brand Planner, Leo Burnett USA 163 Social Inequality: The Color of Network TV 168

Sociology in the Global Community: Al Jazeera Is on the Air 175

8 Deviance and Social Control 182

Social Control 184

Conformity and Obedience 185 Informal and Formal Social Control 187 Law and Society 189

What Is Deviance? 190

Deviance and Social Stigma 191 Deviance and Technology 191

Sociological Perspectives on Deviance 194

Functionalist Perspective 194 Interactionist Perspective 195 Labeling Theory 197 Conflict Theory 198 Feminist Perspective 199

Crime 200

Types of Crime200Crime Statistics203

SOCIAL POLICY AND SOCIAL CONTROL: The Death Penalty in the United States and Worldwide 205

Sociology on Campus: Binge Drinking 188

Photo Essay: Who Is Deviant? 192

Research in Action: Labeling a Behavior as a Crime: Road Rage 198

Taking Sociology to Work: Tiffany Zapata-Mancilla, Victim Witness Specialist, Cook County State's Attorney's Office 203

PART 3 Social Inequality

9 Stratification and Social Mobility in the United States 212

Systems of Stratification 214

Slavery 215 Castes 216 Estates 216 Social Classes 216

Sociological Perspectives on Stratification 219

Karl Marx's View of Class Differentiation 219 Max Weber's View of Stratification 220 Interactionist View 220

Is Stratification Universal? 221

Functionalist View 221 Conflict View 222 Lenski's Viewpoint 222

Stratification by Social Class 223

Measuring Social Class 223 Wealth and Income 224 Poverty 226 Life Chances 230

Social Mobility 232

Open versus Closed Stratification Systems 232 Types of Social Mobility 232 Social Mobility in the United States 232

SOCIAL POLICY AND STRATIFICATION: Rethinking Welfare in North America and Europe 234

Taking Sociology to Work: Jessica Houston Su, Research Assistant, Joblessness and Urban Poverty Research Program 217

Research in Action: The Shrinking Middle Class 218

Sociology in the Global Community: It's All Relative: Appalachian Poverty and Congolese Affluence 228

Sociology on Campus: Social Class and Financial Aid 231

10 Global Inequality 240

The Global Divide 242

Stratification in the World System 243

The Legacy of Colonialism 245 Multinational Corporations 246 Worldwide Poverty 248 Modernization 249

Stratification within Nations: A Comparative Perspective 252

Distribution of Wealth and Income 252 Social Mobility 253

Case Study: Stratification in Mexico 256

Mexico's Economy 256 Race Relations in Mexico: The Color Hierarchy 256 The Status of Women in Mexico 257 The Borderlands 257

SOCIAL POLICY AND GLOBAL **INEQUALITY: Universal Human** Rights 259

Taking Sociology to Work: Bari Katz, Program Director, National Conference for Community and Justice 245

Sociology in the Global Community: Cutting Poverty Worldwide 251

Sociology in the Global Community: The Global Disconnect 253 Social Inequality: Stratification in Japan 254

11 Racial and Ethnic Inequality 266

Minority, Racial, and Ethnic Groups 268

Minority Groups 268 Race 269 Ethnicity 270

Prejudice and Discrimination 271

Prejudice 271 Discriminatory Behavior 272 The Privileges of the Dominant 273 Institutional Discrimination 274

Sociological Perspectives on Race and Ethnicity 275

Functionalist Perspective 275 Conflict Perspective 276 Interactionist Perspective 277

Patterns of Intergroup Relations 277

Amalgamation 277 Assimilation 277 Segregation 279 Pluralism 279

Race and Ethnicity in the United States 280

Racial Groups 280 Ethnic Groups 284

SOCIAL POLICY AND RACIAL AND ETHNIC INEQUALITY: Global Immigration 288

Taking Sociology to Work: Prudence Hannis, Liaison Officer, National Institute of Science Research, University of Québec 274

Research in Action: Interracial and Interethnic Friendships 278

Research in Action: Growing Up Latina 287



12 Stratification by Gender 296

Social Construction of Gender 298

Gender Roles in the United States 299 Cross-Cultural Perspective 301

Sociological Perspectives on Gender 302

The Functionalist View 302 The Conflict Response 303 The Feminist Perspective 303 The Interactionist Approach 304

Women: The Oppressed Majority 304

Sexism and Sex Discrimination 304 Sexual Harassment 305 The Status of Women Worldwide 306 Women in the Workforce of the United States 306

Emergence of a Collective Consciousness 309

Intersection of Social Inequality 311

SOCIAL POLICY AND GENDER STRATIFICATION: The Battle over Abortion from a Global Perspective 312

Research in Action: Differences in Male and Female Physicians' Communication with Patients 305

Sociology in the Global Community: The Head Scarf and the Veil: Complex Symbols 307

Taking Sociology to Work: Abigail E. Drevs, Former Program and Volunteer Coordinator, Y-ME Illinois 311

13 Stratification by Age 318

Aging and Society 320

Sociological Perspectives on Aging 321

Functionalist Approach: Disengagement Theory 321Interactionist Approach: Activity Theory 322

The Conflict Approach 323

Aging Worldwide 323

Role Transitions throughout the Life Course 324

The Sandwich Generation 324 Adjusting to Retirement 325 Death and Dying 326

Age Stratification in the United States 329

The "Graying of America" 329 Wealth and Income 330 Ageism 330 Competition in the Labor Force 330 The Elderly: Emergence of a Collective Consciousness 331

SOCIAL POLICY AND AGE STRATIFICATION: The Right to Die Worldwide 332

Taking Sociology to Work: A. David Roberts, Social Worker 322

Sociology in the Global Community: Aging, Japanese Style 325

Research in Action: Naturally Occurring Retirement Communities (NORCs) 328

Х

PART 4 Social Institutions

14 The Family and Intimate Relationships 338

Global View of the Family 340

Composition: What Is the Family? 340 Kinship Patterns: To Whom Are We Related? 341 Authority Patterns: Who Rules? 345

Sociological Perspectives on the Family 345

Functionalist View345Conflict View346Interactionist View346Feminist View346

Marriage and Family 347

Courtship and Mate Selection 347 Variations in Family Life and Intimate Relationships 349 Child-Rearing Patterns in Family Life 352

Divorce 354

Statistical Trends in Divorce 354 Factors Associated with Divorce 355 Impact of Divorce on Children 355

Diverse Lifestyles 355

Cohabitation 355 Remaining Single 357 Marriage without Children 357 Lesbian and Gay Relationships 358

SOCIAL POLICY AND THE FAMILY: Gay Marriage 358

Photo Essay: What Is a Family? 342
Sociology in the Global Community: One Wife, Many Husbands: The Nyinba 344
Research in Action: Arranged Marriage, American-Style 350
Research in Action: The Lingering Impact of Divorce 356

15 Religion 364

Durkheim and the Sociological Approach to Religion 366

World Religions 370

Sociological Perspectives on Religion 371

The Integrative Function of Religion 371 Religion and Social Support 373 Religion and Social Change 373 Religion and Social Control: A Conflict View 374 Feminist Perspective 374

Components of Religion 374

Belief 375 Ritual 376 Experience 376

Religious Organization 377

Ecclesiae 377 Denominations 378 Sects 379 New Religious Movements or Cults 379 Comparing Forms of Religious Organization 380

Case Study: Religion in India 382

The Religious Tapestry in India382Religion and the State in India383

SOCIAL POLICY AND RELIGION: Religion in the Schools 384

Photo Essay: Why Do Sociologists Study Religion? 368

Research in Action: Income and Education, Religiously Speaking 372

Research in Action: Islam in the United States 378

Research in Action: The Church of Scientology: Religion or Quasi-Religion? 381



16 Education 390

Sociological Perspectives on Education 392

Functionalist View 393 Conflict View 395 Feminist View 397 Interactionist View 397

Schools as Formal Organizations 399

Bureaucratization of Schools 399 Teachers: Employees and Instructors 400 Student Subcultures 402 Homeschooling 403

SOCIAL POLICY AND EDUCATION: No Child Left Behind Act 404

Taking Sociology to Work: Ray Zapata, Business Owner and Former Regent, Texas State University 395

Sociology on Campus: The Debate over Title IX 398

Research in Action: Violence in the Schools 401

17 Government and Politics 410

Power and Authority 412

Power 412 Types of Authority 412

Types of Government 414

Monarchy 414 Oligarchy 414 Dictatorship and Totalitarianism 415 Democracy 415

Political Behavior in the United States 415

Participation and Apathy 415 Race and Gender in Politics 416

Models of Power Structure in the United States 419

Power Elite Models 419 Pluralist Model 420

War and Peace 421

War 422 Peace 422 Terrorism 423

Political Activism on the Internet 423

SOCIAL POLICY AND POLITICS: Campaign Financing 426

Taking Sociology to Work: Joshua Johnston, Congressional Aide, Office of Congressman Norm Dicks 414

Research in Action: Why Don't More Young People Vote? 417

Social Inequality: American Indians: First Here, Among the Last to Vote 418

18 The Economy and Work 432

Economic Systems 434

Capitalism 434 Socialism 436 The Informal Economy 437

Case Study: Capitalism in China 439

The Road to Capitalism 439 The Chinese Economy Today 439 Chinese Workers in the New Economy 440

Work and Alienation 441

Marx's View 441 Worker Satisfaction 441

Changing Economies 445

Microfinancing 445 The Changing Face of the Workforce 447 Deindustrialization 447

SOCIAL POLICY AND THE ECONOMY: Global Offshoring 448

Taking Sociology to Work: Amy Wang, Product Manager, Norman International Company 437 Sociology in the Global Community: Working Women in Nepal 438 Photo Essay: What Is Our Work? 442 Social Inequality: Affirmative Action 446

19 Health and Medicine 454

Culture and Health 456

Sociological Perspectives on Health and Illness 456

Functionalist Approach457Conflict Approach460Interactionist Approach461Labeling Approach461

Social Epidemiology and Health 463

Social Class 463 Race and Ethnicity 464 Gender 465 Age 465

Health Care in the United States 467

A Historical View 467 Physicians, Nurses, and Patients 467 Alternatives to Traditional Health Care 469 The Role of Government 471

Mental Illness in the United States 471

Theoretical Models of Mental Disorders 471 Patterns of Care 472

SOCIAL POLICY AND HEALTH: The AIDS Crisis 473

Photo Essay: What Is Medical Care? 458

Social Inequality: To Inform or Not to Inform? How Race and Ethnicity Affect Views of Patient Autonomy 462

Social Inequality: Medical Apartheid 466

Taking Sociology to Work: Lola Adedokun, Independent Consultant, Health Care Research 470

PART 5 Changing Society

20 Communities and Urbanization 480

How Have Communities Changed? 482

Preindustrial Cities 482 Industrial and Postindustrial Cities 483

Urbanization 484

Functionalist View: Urban Ecology 484 Conflict View: New Urban Sociology 486

Types of Communities 488

Central Cities 488 Suburbs 490

Rural Areas 492

Rural Diversity492Rural Challenges492

SOCIAL POLICY AND COMMUNITIES: Seeking Shelter Worldwide 494

Sociology in the Global Community: Squatter Settlements 488 Taking Sociology to Work: Christie Taylor, Program Coordinator, African American Health Coalition 491 Research in Action: Wal-Mart: The Store Wars 493

21 Population and the Environment 500

Demography: The Study of Population 502

Malthus's Thesis and Marx's Response 502 Studying Population Today 503 Elements of Demography 504

World Population Patterns 504

Demographic Transition 505 The Population Explosion 507

Fertility Patterns in the United States 508

The Baby Boom 509 Stable Population Growth 509

Population and Migration 509

International Migration 510 Internal Migration 510

Sociological Perspectives on the Environment 511

Human Ecology 512 Conflict View of the Environment 512 Environmental Justice 513

Environmental Problems 514

Air Pollution 515 Water Pollution 515 Global Warming 515 The Impact of Globalization 516

SOCIAL POLICY AND POPULATION: World Population Policy 517

Taking Sociology to Work: Kelsie Lenor Wilson-Dorsett, Deputy Director, Department of Statistics, Government of Bahamas 504

Sociology in the Global Community: Population Policy in China 508

Sociology in the Global Community: The Mysterious Fall of the Nacirema 514

22 Collective Behavior

and Social Movements 522

Theories of Collective Behavior 524

Emergent-Norm Perspective524Value-Added Perspective525Assembling Perspective526

Forms of Collective Behavior 527

Crowds 527 Disaster Behavior 527 Fads and Fashions 529 Panics and Crazes 530 Rumors 531 Publics and Public Opinion 531

Social Movements 532

Relative Deprivation Approach532Resource Mobilization Approach533Gender and Social Movements534New Social Movements534

Communications and the Globalization of Collective Behavior 535

SOCIAL POLICY AND SOCIAL MOVEMENTS: Disability Rights 538

Sociology in the Global Community: Women and New Social Movements in India 535

Research in Action: Organizing for Controversy on the Web 536



23 Globalization, Technology, and Social Change 544

Theories of Social Change 546

Evolutionary Theory 546 Functionalist Theory 546 Conflict Theory 547

Resistance to Social Change 548

Economic and Cultural Factors 548 Resistance to Technology 549

Global Social Change 550

Technology and the Future 551

Computer Technology 551 Privacy and Censorship in a Global Village 551 Biotechnology and the Gene Pool 554

SOCIAL POLICY AND GLOBALIZATION: Transnationals 557

Research in Action: The Internet's Global Profile 552 Sociology in the Global Community: One Laptop per Child 553

Research in Action: The Human Genome Project 555 Glossary 562 References 570 Acknowledgments 597 Photo Credits 600 Name Index 601 Subject Index 606