

# Sociology



**ASSIGN  
BUSTER**

**Sociology**The scientific study of social behavior and human groups

**Sociological imagination**The awareness that allows people to comprehend the link between their immediate, personal social settings and the remote, impersonal social world

**Science**The body of knowledge obtained using methods based upon systematic observation

**Why is sociology considered a science?** Because sociologists engage in organized and systematic study of phenomena to enhance understanding

**What are the social sciences?** Sociology Anthropology Economics History They study various aspects of human society

**Natural science** Chemistry Biology Physics Mostly likely to study a rock formation and composition in the Grand Canyon

**Are common sense conclusions reliable to sociologists?** No but natural scientist it is

**Theory**An attempt to explain problems, actions, or behavior in a comprehensive manner

**Émile Durkheim's study of suicide**He related rates suicide rate to the extent to which people were integrated into the group life of society

**The discipline of sociology was given its name by**The French theorists Auguste Comte'

Harriet Martineau Sociologist that translated the works of Auguste Comte into English Emphasized impact the economy, laws, trade, and population could have on contemporary social problems

Anomie Refers to loss of direction that is felt in a society when social control of individual behavior becomes ineffective

Verstehen The word Max Weber used to stress the need for sociologists to take into account people's emotions, thought, beliefs, understanding, and attitudes

Ideal types a construct or model that serves as a measuring rod against which actual cases can be evaluated

Communist manifesto Karl Marx argued that the working class must overthrow the existing class system of capitalist societies

Double consciousness Developed by DuBois Describe the experience of being black in White America- division of an individual's identity into 2 or more social realities

Charles Horton Cooley focused on intimate face-face groups in his study of society

Social inequality A condition in which members of society have differing amounts of wealth, prestige, or power Most effective sociological theories tend to have both explanatory and predictive power

Scientific method Used to describe a systematic, organized series of steps that ensures maximum objectivity and consistency in researching a problem

2nd step of the scientific method is Reviewing the literature

1st step of the scientific method Define your problem

3rd step of the scientific method Create your hypothesis

Variable Measured trait or characteristic that is subject to change under different conditions Ex. Income, religion, race, gender, and marital status

Independent variable The variable that is hypothesized to cause or influence another variable

Ex. Researchers found pet owners live longer, healthier lives pet owners would be the independent variable

Control variable A factor held constant to test the relative impact of the independent variable

Casual logic The relationship btwn a condition or a variable and a particular consequence, with one event leading to the other

Random sample Each member of the entire population being studied have the same chance of being selected

Participant observation When a sociologists actually joins a group for a period to get an accurate sense of how it operates

Hawthorne effect The term sociologists use to describe the phenomenon whereby subjects deviate from their typical behavior because they realize they are under observation

**Research design** Influences both the cost of a research project and the amount of time needed to collect the results of research

**Reliable research** A research method that provides consistent results

**Culture** The totality of learned, socially transmitted customs, knowledge, material object, and behavior

**What is the largest form of a human group?** Society is a fairly large number of people who live in the same territory

**Common culture** Society of people who live in the same area and are relatively independent of people outside it

**Cultural universals** General customs and practices that are found in every culture

**Ethnocentrism** Tendency to assume one's own culture is superior to all others

**Cultural relativism** Concept that employs the kind of value neutrality in scientific study no bias (Max Weber sees as important)

**Sapir and Whorf hypothesis** Hypothesis concerning the role of languages in shaping cultures

**Sociobiology** The systematic study of how biology affects human social behavior

**Language** Abstract system of word meaning and symbols from all aspects of culture

Law Form of governmental social control

Informal norms Norms governing everyday social behavior, the violation of which raises little concern

Sanctions Penalties and rewards for conduct relating to a social norm

Subculture Segment of society that shares a distinctive pattern of customs, rules, and traditions that differ from the patterns of the larger group

Bilingualism The use of 2 or more languages in particular setting while treating each language as equally legitimate  
Ex workplaces Education facilities

Culture shock The feeling of surprise that is experienced when people witness cultural practices different from their own

Dominant ideology Set of cultural beliefs that help maintain powerful social, economic, and political interests

Culture lag Period of maladjustment during which the nonmaterial culture is still adapting to new material conditions

Socialization Process whereby people learn the attitude, values, and actions appropriate to individuals as members of a particular culture

Nature v. Nurture Relative importance of cultural and biological factors in the socialization process

Self The distinct identity that sets us apart from others

Looking glass self/theory Development of one's self identity based on misperceptions may lead to negative self identity

Symbols Gestures and words that form the basis of human communication

Generalized others Term used by George Herbert Mead to refer to a child's awareness of the attitudes, viewpoints, and expectations of society as a whole

Significant others Charles Horton Cooley's term for a child aware of attitudes viewpoints and expectation of society as a whole

Impression. Management A person learns to alter ones self in order to create distinct appearance to satisfy particular audiences

Rights of passage Rituals marking the symbolic transition from one social position to another

Life course theorists suggest Socialization continues through all stages of the life cycle

What impacts an individuals socialization? Education, religion, and the government

Social interaction The ways in which people respond to one another

Status Refers to the full range of socially defined positions within a large group of society

Social role Refers to the set of expectations for people who occupy a given social position or status

**Social network** Series of social relationships that link a person directly to others and therefore indirectly to more people

**Conflict perspective** Holds that social institutions maintain the privileges of the powerful individuals and groups within a society

**Industrial society** A society that depends on mechanization to produce its goods and services

**Hunting and gathering society** A preindustrial society in which people rely on what ever foods and fibers are readily available in order to live

**Formal organizations** Special-purpose groups designed and structured in the interests of maximum efficiency

**Bureaucracy** Component of formal organizations that uses rules and hierarchical ranking to achieve efficiency

**Trained incapacity** The tendency of workers in a bureaucracy to become so specialized that they develop blind spots and fail to notice obvious problems

**Reference groups** Groups that individuals use as a standard for evaluating themselves and their own behavior

**Postmodern society** A society whose economic system is engaged in the processing and control of information

**Formal organizations** Vary in size, degree of efficiency, and specificity of goals



**Alienation**Karl Marx and Friedrich Engels charged that the capitalist system reduces workers to mere appendages of the machine

**In group**Any group or category to which people feel they belong

**Examples of Social networking**Friends and family

**Mass media**Refers to print and electronic means of communication that carry messages to widespread audiences

**Cultural convergence**Term used for the flow of content across multiple media and the accompanying migration of media audiences

**Functionalist perspective of media**The role of media is to provide socialization, enforce social norms through public events, and create social stability and cohesion through collective experience

**Promotion of consumption**The function of media advertising is to support the economy provide info about products and underwrite media costs

**Gatekeeping**The process by which a relatively small number of people control what eventually reaches the audience

**According to Pierre Bourdieu, Social capital is**The collective benefit of social networks, which are built on reciprocal trust

**Option leader**Person who influences the options and decisions of others through day to day personal contact

**Screen time**Has changed as new mass media like the internet have been developed

Media interpretation is influenced by Social characteristics such as occupation, race education, and income

Conferral of status Method used: People, organization and public issues appearing regular of the covers of magazines

Social structure Refers to the ways in which society is organized into predictable relationships