

INTRODUCTORY SOCIOLOGY

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2. Social Processes

2.1 Culture

2.2 Socialization

2.3 Social Interaction

2.4 Groups and Organizations

2.5 Deviance and Social Control

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2. Social Processes

What is a Social Process?

- **Ways individuals and groups interact, adjust and readjust relationships and patterns of behavior**
- **Modified through social interactions**



Social Processes

- **Humans - are members of groups**
- **Behavior is mutually affected by other people**
- **Social life is not possible without interactions**



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2.1 Culture

What is Culture?

- **Language, beliefs, values, norms, material objects — socialization.**
- **Allows humans to adapt to diverse physical environment**
- **Provides a “moral imperative”**
- **Way of living**

Types of Culture

- **Material - physical objects & resources**
- **Non-material - nonphysical**
 - **beliefs & values**

- **No right/wrong**
- **Socialized as child**
- **Uncomfortable when customs are challenged**
- **N. Africa:**
 - lines**
 - dress**
 - eye-contact**

Subculture:

**values/behaviors separate
members from majority**

- no conflict.

Ex: Goths

Counterculture:

values conflict w/ majority

**Ex: Fundamentalist
Mormons**

Culture shock

-Contact w/ very different culture - 2-way relationship

Ex: North Africa- people tend to stare

Ethnocentrism

-Use own culture to judge other cultures

Creates loyalty & discrimination

Cultural Relativism

**To embrace & understand
other cultures not on
own culture's terms.**

Sometimes a problem...

- **Bride burning**
- **“Sick societies”—
quality of life?**



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2.1.1 Nonmaterial Culture

Non-Material Culture

Main component:
symbols

Attached w/ meaning
– to communicate

— arbitrary

- **Gestures:**

**Simple movements of body
Vary culture to culture**

- **Language:**

**Set of symbols-use words in
different ways**

- **Values:**

**What is right/wrong,
desirable/not.**

What are our values in US?

Pluralistic community

many diverse groups

Williams: Core U.S. Values

- 1. success**
- 2. individualism**
- 3. hard work**
- 4. practicality**
- 5. technology**
- 6. material comfort**
- 7. freedom**
- 8. education**
- 9. democracy**
- 10. equality**

- **Value cluster:**
 - **set of values - to form whole.**
- 1. **Leisure**
- 2. **Self-fulfillment**
- 3. **Physical Fitness**
- 4. **Youth**
- 5. **Environment**
- **Value contradictions**
 - **disagreement b/w values**

Ex: group superiority & equality



**Norms: agreed-upon
expectations/rules**

Learned in social interaction

Sanctions:

**material /nonmaterial
reward/penalty, for
behavior.**

**positive: cash bonus or a
high five**

**negative: fired or harsh
words**

**Moral Holiday - allowed
to break norms**

Folkways: norm

- **popular habits & traditions.**
- **picking nose in public in US**
- **eating a sandwich for lunch**

Mores: serious norm, demands conformity.

- **severe consequences**

Laws

Taboo: violation

- **repulsive**
 - **cannibalism**
- 

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2.1.2 Material Culture

Material Culture

Focus: Technology
- tools, skills, procedures

Cultural Lag:
- culture lags behind changing technology



Cultural Diffusion

- **spreading of standards**
 - **direct- Canada & US-sports**
 - **forced – Spanish & Catholicism**
 - **indirect - Italian food mass media, internet & air-travel**

Result of Diffusion

Cultural leveling:

- **Cultures become similar**
- **Driven by mass market media**

- **Loss of diversity & native flavor**
- **McDonalds in Costa Rica/ Madrid**



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2.2 Socialization

What is Socialization?

**Process of learning
norms, rules, values &
attitudes of society**

**Learning how to live in
your social surroundings**

**Vital life-long process of
learning- life course**

Feral Children

Baby is deserted- raised by animals

Acquire animal instincts & behaviors

Youth – develop essential social behaviors.

1798 – child found in France



Isolated Children

**Minimal or no contact w/
society**

**Isabelle, Ohio, 1935- deaf/
mute mother**

Discovered at 6 years old

Normal IQ – 2 years later

Institutionalized Children

Orphans - lower IQs.

**Skeels and Dye
— lack of mental
stimulation**

**2 Groups - more stimulation
raised IQ**

**** Human interaction at
young age**



Socialization and Emotions

Global emotions

- facial expressions**
 - similar.**

Body gestures vary culture to culture

Male vs. female friends reuniting

- Other examples?**

Gender Socialization

- **We learn culturally defined gender roles**
- **Learn behavior/ attitude for each sex — Examples?**
- **Reinforced**



Gender Socialization

- **Girls: learn to express emotions**
 - **Cooperative play**
 - **Less attention in school setting**
- **Boys: competitive play**
 - **Assertive behavior**
 - **Suppress emotions**

Agents of Socialization

**Influences our emotions,
attitudes & behavior**

1. Family

2. Neighborhood

3. Religion

Agents of Socialization

4. Daycare

5. School/peers

6. Workplace



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2.2.1 Theories of Socialization

Cooley's 'The Looking Glass Self'

- 1. Imagine appearance to others**
- 2. Interpret others' reactions**
- 3. Develop a self concept**

“Social mirror”

- person sees reflection

Mead

- **Understand social world play & game**
- **“Play” different observed roles**
— **Doctor**
- **Self: subject (I) and object (me)**

Goffman

- **Impression management - effort to control or influence other people's perceptions - can be conscious or not**
- **Perception consistent with our goals**
- **A girl who only shares good things about her boyfriend to her parents - “good catch”**

Development of Reasoning

Piaget: 4 stages

1. Sensorimotor:

birth-2, movement & senses.

2. Preoperational:

2 -7, no logical thinking.

3. Concrete operational:

7-11, logic w/aids, not egocentric.

4. Formal operational:

**11-16+, abstract thought/
logic**

Development of Personality

Freud

- Id: instant gratification-pleasure
- Super-ego: conscience, right/wrong
- Ego: balance b/w *id* and *superego*-reality

Sociologists- inborn motivations not reason for human behavior*



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2.2.2 Life Course and Socialization

Socialization & Life Course

**Interaction b/w biographical
& social events.**

**Stages from birth to death
life course**

**Biological process- problems
& transitions**

5 stages

Stage I: Childhood

- 1-12
- Concept rooted in culture
- Learning / carefree play
- Varies



Stage 2: Adolescence

- **Childhood/adulthood
buffer**
- **Emotional/social
turmoil**
- **Social creation**

Stage 3: Transitional Adulthood

- **18 -29 years**
- **Responsibility conflicts**

Stage 4: Middle Years

- **30 -65 yrs.**
- **Grown children**
- **Evaluate past**



Stage 5: Old Age

- **Final stage**
- **Mid- sixties**
- **Unlearning familiar habits from the past**
- **Different meanings**
 - **Pakistani – control/wealth**
 - **Industrial – unimportant**

Life Course

- **Socially constructed**
- **Problems and Transitions presented**
- **Age + SES + ethnicity + gender**

Resocialization

- **Total institution**
- **Two-part process:**
 - 1. Degradation ceremony - rid identity and independence (strip searches, fingerprinting and assigning serial numbers)**
 - 2. Systematic attempt to build a different personality - rewards and punishments.**



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2.3 Social Interaction

Two Levels of Sociological Analysis

Macrosociology

**— Large-Scale Features
of Social Life**

Microsociology

**— Focus on Social
Interaction**

**— Two Levels of
Sociological Analysis** .

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2.3.1 Macro Level

Macro Perspective

Social Structure

- **guides our behavior**
- **location**

Social Class

- **arrangement of group**
- **income, education,
occupational prestige**

Macro Perspective

Social Status – Position or rank of a person

Ascribed – born with status born

— age, sex, race, ethnicity

Achieved – status earned

— Mother, athlete

Macro-Sociology

**Status Symbol: denotes
social status**

**Luxury goods,
wedding band**

**Master Status - primary
characteristic**



Macro Perspective

**Roles – Behaviors
associated w/status**

- **Occupy Status**
- **Play Role**

The Macrosociological Perspective


Groups:

**People Interact, “belong
together”**

Social Institutions:

**Mechanism of social order
- education, religion,
politics.**

Societies & Transformation

- **Hunting and Gathering**
 - **Pastoral and Horticultural**
 - **Agricultural**
 - **Industrial**
 - **Postindustrial**
- 

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2.3.2 Micro Level

Micro Sociology

Symbolic

Interactionists:

- symbols & attached meaning**
- how people look at things**

Micro Perspective

Personal Space (Edward Hall)

- 1. Public zone: more than 12 feet — safety**
- 2. Social zone: 4-12 feet — standing in group**

3. Personal zone: 1.5 to 4 feet — talking in earnest

4. Intimate zone: less 1.5 feet — arms reach

Micro Perspective

Erving Goffman

- **Dramaturgy – Life is like a play- different stages**
- **Role Performance:
relates to how
successfully you play
your prescribed role.**

Dramaturgy (Role Conflict and Role Strain)

**Role Conflict – conflicting
roles of 2+ statuses**

**— daughter, friend, student,
employee**

**Role Strain – a strain in
roles w/in same status**

**— student - do well but not
make friend look bad**

Micro Perspective

Ethnomethodology:

- **How people use background assumptions to get through life**

Background Assumptions:

- **Basic rules/ideas re: social life- learned from culture**

Micro Perspective

**Thomas Theorem -
behavior depends
subjective interpretation
of reality.**

- **We behave according to
way we perceive world**

**1973 oil crisis - "toilet
paper panic"**



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2.4 Groups and Organizations

What is a Group?

- “belong together”
- interact w/one another



Aggregate

- Temporarily share space**
- Don't belong together**

Category

- Share similar characteristics**

Social Groups

Primary Groups

- **“Springs of life” - Cooley**
- **Smaller- source of social support, face-to-face**
- **Ethnocentric**

Secondary Groups

- **Mutual interest**
- **More formal- Interact on basis of statuses**

Solidarity

Organic solidarity- interdependence

**- Keeps society together in
complex societies.**

Mechanical solidarity- similarity and homogeneity

**- Social glue in less complex
societies**

Voluntary Association

- **Type of secondary group:**

- **political parties, churches, teams, clubs**

- **Mutual Interest**

- **Iron Law of Oligarchy – inner core**

- **self perpetuating elites**

- **In-Groups**

- **superiority**
- **control over members**
- **virtues**

- **Out-Groups**

- **antagonisms**
- **vices**



Reference Groups

- **Groups used to evaluate self**
- **Influence our behavior**
- **Changes**

Social Networks

—People linked by various social ties.

—Cliques

Milgram's research:

- Letters from mid-west to target in Boston**
- “6 degrees of separation”**



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2.4.1 Bureaucracies

Bureaucracies (Weber)

- **Clear Cut Levels**
- **Division of Labor**
- **Written Rules**
- **Written
Communication and
Records**
- **Impersonality**

Perpetuation of Bureaucracies

Dysfunctions emerge:

- 1. Cumbersome rules**
- 2. Bureaucratic alienation**
- 3. Primary groups form**
- 4. Peter principle**
 - promoted to incompetence**

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2.4.2 Group Dynamics

Group Dynamics

- **How individuals affect groups, vice versa**
- ***Dyads* – 2 people- strong**
- ***Triads* – 3 People- coalition formation**

As size increases:

- 1. Diffusion of responsibility**
- 2. Intimacy lost**
- 3. Smaller groups form**
- 4. Groupthink**

Leaders

Behavior influences others

1. Instrumental

– task-oriented

2. Expressive

– socio-emotional



Leadership Styles

1. Authoritarian – instructions, little information

- outcome: aggressive, depend on leaders

2. Democratic – group consensus

- outcome: friendly, mutual approval

3. Laissez-Faire – hands off leader

- outcome: more questions, less decisions

Group Think

People in group think alike

- Alternative - sign of disloyalty.**
- Moral judgments put aside**

1. Asch

2. Milgram

**** must increase contact
conflicting views**



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2.5 Deviance and Social Control

What is Deviance?

“Not the act itself, but the reaction” (Howard Becker)

- **Violation of norms**
- **Relative**
- **Crime- must be written in law**

Stigma

Goffman

- **Violation of normal appearance and ability**
- **Birthmark, big nose**
- **Involuntary**

Norms & Social Life

- **Norms allow social order**

- **makes behavior predictable**

- **Social control means to enforce norms**

- **negative sanctions**
 - **positive sanctions**

Explanation of Deviance

- **Biology**

- Inside- genetic
XYY theory

- **Psychology**

- Inside- personality
disorders

- **Sociology**

- **Answers Outside**



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2.5.1 Theories of Crime and Deviance

Differential Association

**We learn through
interaction with groups**

**— You learn ideas that
favor following the law**

- **Family**
- **Friends**
- **Neighborhood**

Control Theory

**Why doesn't everyone
commit crime?**

Controls (Hirschi)

- **Inner: Conscience, Morals,
Beliefs**
- **Outer: Attachments,
Commitments,
Involvement**

Labeling Theory

Labels propel us into deviance or divert us.

Techniques of Neutralization-5

**1-3. Denial of Responsibility/
Injury/Victim**

**4. Condemnation of
Condemners**

**5. Appeal to Higher
Loyalties**

Functionalist Perspective

Can Deviance Be Functional?

- **Durkheim: Yes:**

- 1. Affirms moral boundaries**

- 2. Promotes Social Unity**

- 3. Promotes Social Change**

Strain Theory (Merton)

- Socialized to want goals**
- Not equal means to attain goals**
- Strain/anomie develops**

Responses to Strain

Conformity

- **Non-deviant response**

Innovator

- **Cultural goals-
illegitimate methods**

Ritualism

- No cultural goals-
conventional means**

Retreatism

- Rejects cultural goals
& means**

Rebellionism

- Replace society's
goals.**



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2.5.2 Crime in the U.S.

Two Types of Crime

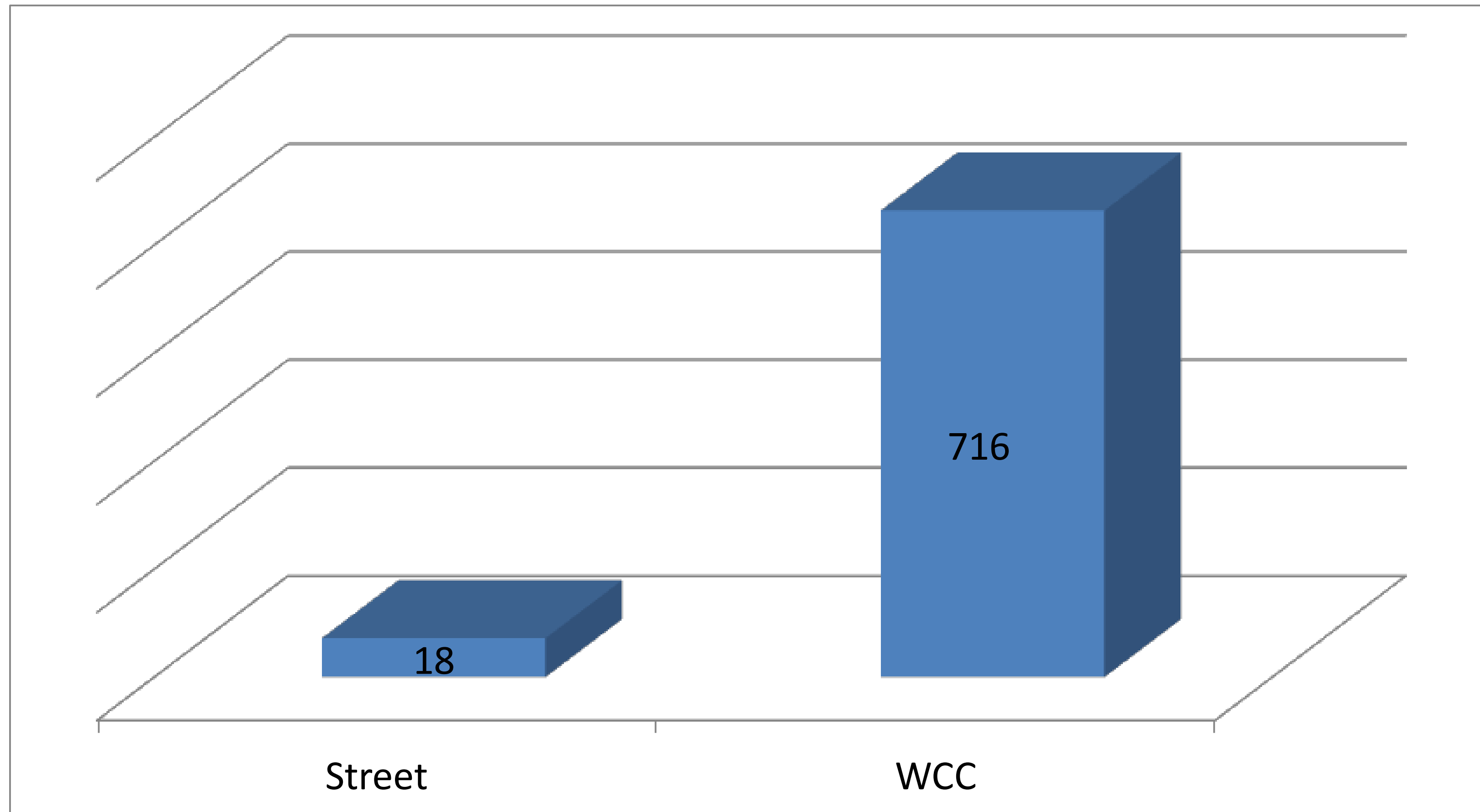
White Collar Crime

- **Wealth & power**
- **Corporate crime**

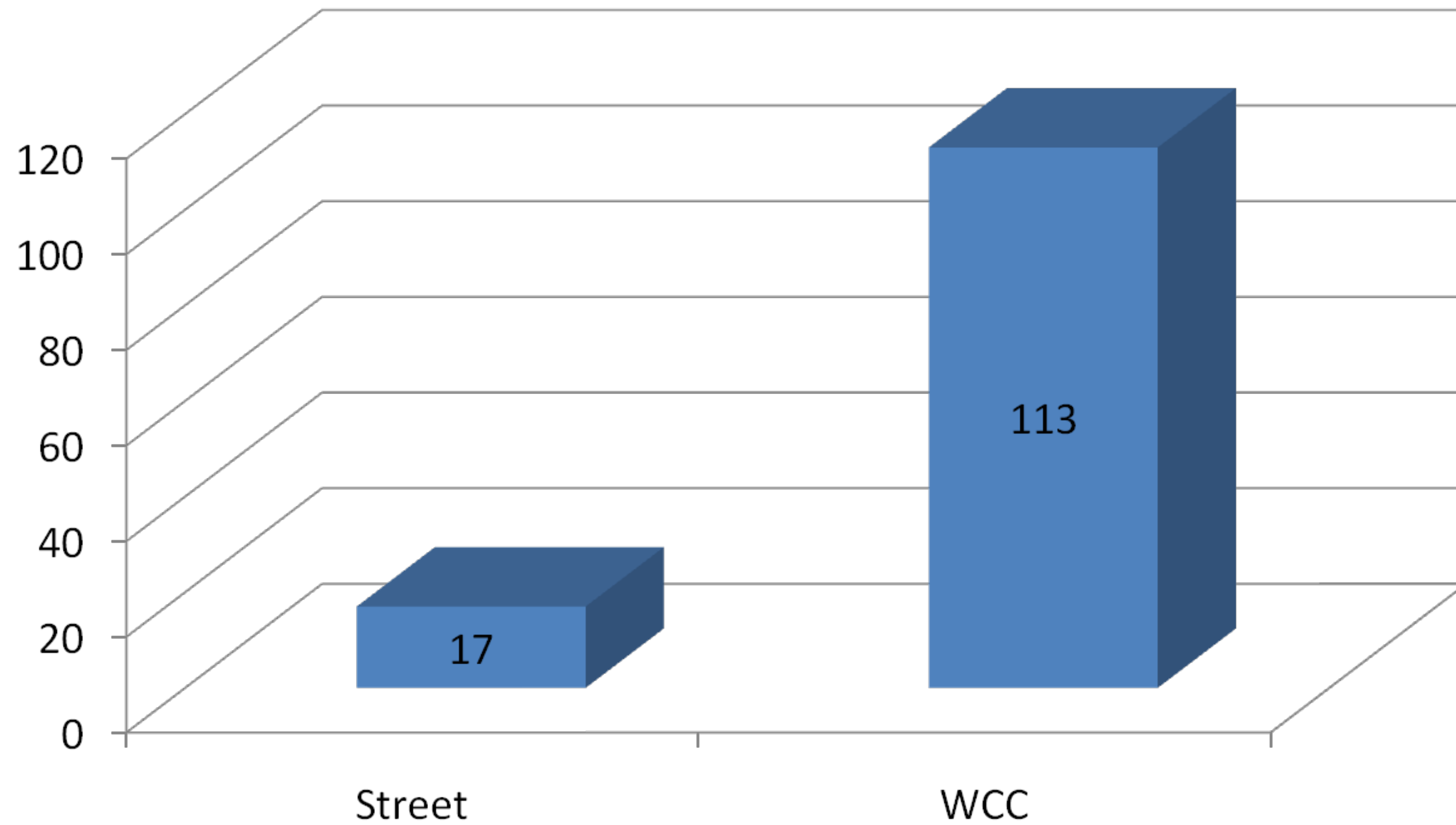
Street Crime

- **Lower classes- to survive**
- **Property crime**

Financial Costs (in billions)



Morality Costs (in thousands)



Imprisonment

- **U.S. – most prisoners in world**
- **Overcrowding**

****Get Tough**

93% Men

47% African American

40% less than HS degree



Has it Reduced Crime?

- **370% increase in incapacitation rates...**
- **18% reduction in crime....**

****not very successful****

**Longer not better,
because...**

1. Low-level offenders

**2. People stop crime in old
age**

**3. Collective criminal
activity**

Recidivism

**% of people who are
rearrested:**

41 - 79%

AND

**50% brought back to
prison.**

Of 272,000 prisoners released from U.S. prisons, what percentage were rearrested within three years?

The rearrest rates of those who had been convicted of:

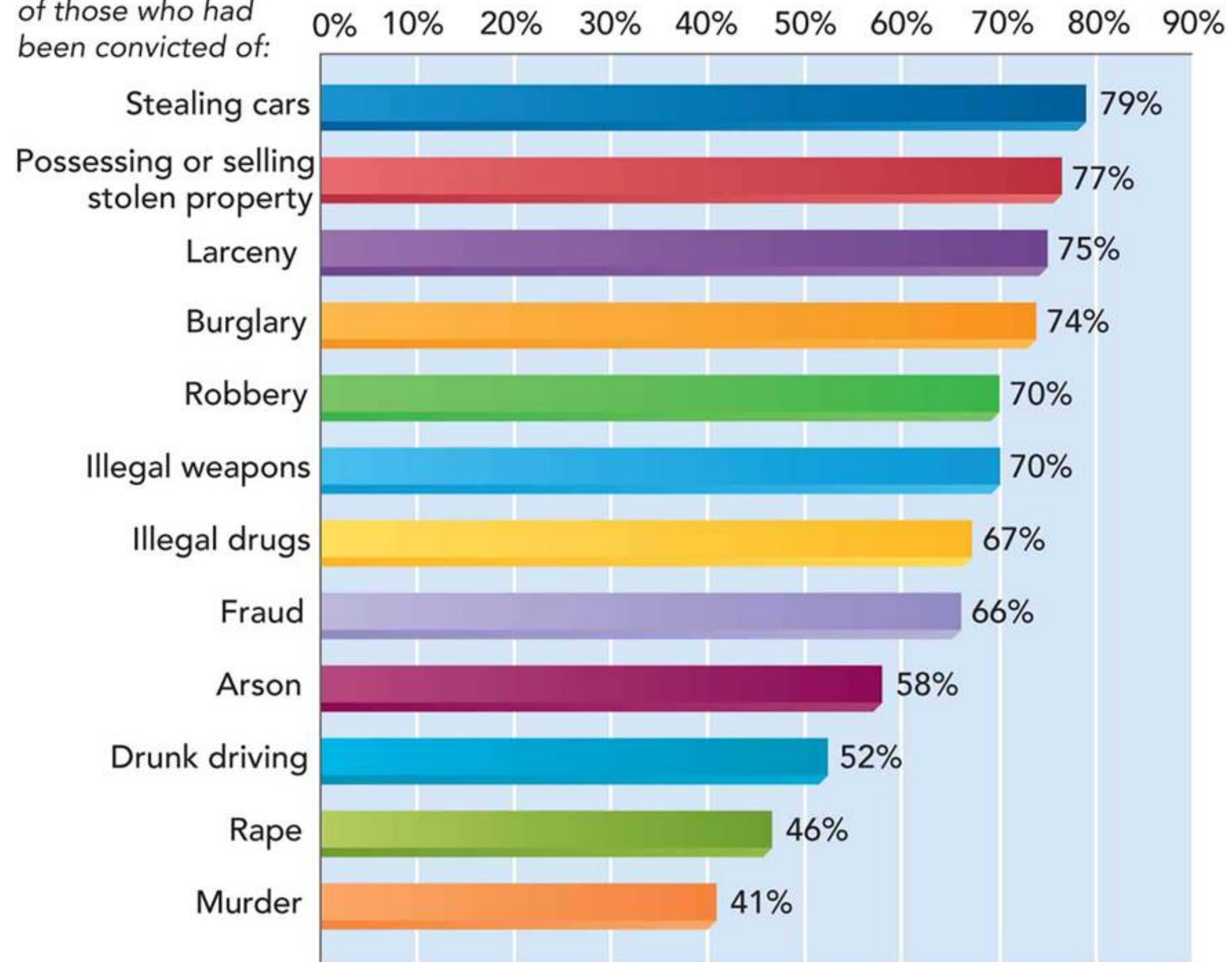


Figure 6.3 Recidivism of U.S. Prisoners

Note: The individuals were not necessarily rearrested for the same crime for which they had originally been imprisoned.

Source: By the author. Based on Sourcebook of Criminal Justice Statistics 2003: Table 6.50.

Death Penalty

- **Not administered evenly**
- **Geography- South and West**
- **Social Class- rare for rich**
- **Gender- 1.17% of women**

