Chapter 4

Social Structure and Social Interaction
Levels of Sociological Analysis

• Macrosociology
  – Large-Scale Features of Social Life
• Microsociology
  – Focus on Social Interaction
• Yield distinctive perspectives
• Needed to gain a fuller understanding of social life
The Macrosociological Perspective

- Sociological Significance of Social Structure
  - Guides Our Behavior
  - Behavior Decided by Location in Social Structure
- Culture
- Social Class
College Football as Social Structure

OFFENSE
- wideout
- tight end
- left tackle
- left guard
- quarter back
- full back
- right guard
- right tackle
- split end

DEFENSE
- right corner back
- right line backer
- right end
- right tackle
- middle line backer
- left end
- left tackle
- left line backer
- left corner back
- strong safety
- free safety
The Macrosociological Perspective

• Social Class Divides People by...
  – Income
  – Education
  – Occupational Prestige
  – Social Status
  – Ascribed
  – Achieved
The Macrosociological Perspective

– Status Symbols
– Master Statuses
– Status Inconsistency
– Roles
  • Occupy Status
  • Play Roles
– Groups
Social Institutions

• Sociological Significance
• Ten Social Institutions in Industrialized Societies
• Mass Media as an Emerging Social Institution
• Comparing Functionalist and Conflict Perspectives
Societies—and Their Transformation

- Hunting and Gathering Societies
- Pastoral and Horticultural Societies
- Agricultural Societies
- Industrial Societies
- Postindustrial (Information) Societies
- Biotech Societies: Is a New Type of Society Emerging?
# Social Institutions in Industrial and Postindustrial Societies

<table>
<thead>
<tr>
<th>Social Institution</th>
<th>Basic Needs of Society</th>
<th>Some Groups or Organizations</th>
<th>Some Statuses</th>
<th>Some Values</th>
<th>Some Norms</th>
</tr>
</thead>
<tbody>
<tr>
<td>Family</td>
<td>Regulate reproduction, socialize and protect children</td>
<td>Relatives, kinship groups</td>
<td>Daughter, son, father, mother, brother, sister, aunt, uncle, grandparent</td>
<td>Sexual fidelity, providing for your family, keeping a clean house, respect for parents</td>
<td>Have only as many children as you can afford, be faithful to your spouse</td>
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<tr>
<td>Religion</td>
<td>Concerns about life after death, the meaning of suffering and loss; desire to connect with the Creator</td>
<td>Congregation, synagogue, mosque, denomination, charity, clergy associations</td>
<td>Priest, minister, rabbi, imam, worshipper, teacher, disciple, missionary, prophet, convert</td>
<td>God and the holy texts such as the Torah, the Bible, and the Qur’an should be honored</td>
<td>Go to worship services, follow the teachings, contribute money</td>
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<tr>
<td>Education</td>
<td>Transmit knowledge and skills across generations</td>
<td>School, college, student senate, sports team, PTA, teachers' union</td>
<td>Teacher, student, dean, principal, football player, cheerleader</td>
<td>Academic honesty, good grades, being “cool”</td>
<td>Do homework, prepare lectures, don’t snitch on classmates</td>
</tr>
<tr>
<td>Economy</td>
<td>Produce and distribute goods and services</td>
<td>Credit unions, banks, credit card companies, buying clubs</td>
<td>Worker, boss, buyer, seller, creditor, debtor, advertiser</td>
<td>Making money, paying bills on time, producing efficiently</td>
<td>Maximize profits, “the customer is always right,” work hard</td>
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<tr>
<td>Medicine</td>
<td>Heal the sick and injured, care for the dying</td>
<td>AMA, hospitals, pharmacies, HMOs, insurance companies</td>
<td>Doctor, nurse, patient, pharmacist, medical insurer</td>
<td>Hippocratic oath, staying in good health, following doctor’s orders</td>
<td>Don’t exploit patients, give best medical care available</td>
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<tr>
<td>Politics</td>
<td>Allocate power, determine authority, prevent chaos</td>
<td>Political party, congress, parliament, monarchy</td>
<td>President, senator, lobbyist, voter, candidate, spin doctor</td>
<td>Majority rule, the right to vote as a privilege and a sacred trust</td>
<td>One vote per person, be informed about candidates</td>
</tr>
<tr>
<td>Law</td>
<td>Maintain social order, enforce norms</td>
<td>Police, courts, prisons</td>
<td>Judge, police officer, lawyer, defendant, prison guard</td>
<td>Trial by one’s peers, innocence until proven guilty</td>
<td>Give true testimony, follow the rules of evidence</td>
</tr>
<tr>
<td>Science</td>
<td>Master the environment</td>
<td>Local, state, regional, national, and international associations</td>
<td>Scientist, researcher, technician, administrator, journal editor</td>
<td>Unbiased research, open dissemination of research findings, originality</td>
<td>Follow scientific method, be objective, disclose findings, don’t plagiarize</td>
</tr>
<tr>
<td>Military</td>
<td>Protection from enemies, enforce national interests</td>
<td>Army, navy, air force, marines, coast guard, national guard</td>
<td>Soldier, recruit, enlisted person, officer, veteran, prisoner, spy</td>
<td>To die for one’s country is an honor, obedience unto death</td>
<td>Follow orders, be ready to go to war, sacrifice for your buddies</td>
</tr>
<tr>
<td>Mass Media</td>
<td>Disseminate information, report events, mold public opinion</td>
<td>TV networks, radio stations, publishers, association of bloggers</td>
<td>Journalist, newscaster, author, editor, publisher, blogger</td>
<td>Timeliness, accuracy, freedom of the press</td>
<td>Be accurate, fair, timely, and profitable</td>
</tr>
</tbody>
</table>
The First Social Revolution: Domestication (of plants and animals)

The Second Social Revolution: Agricultural (invention of the plow)

The Third Social Revolution: Industrial (invention of the steam engine)

The Fourth Social Revolution: Information (invention of the microchip)

The Fifth Social Revolution?: Biotech (decoding of human genome system?)

Hunting and gathering society

Horticultural society

Pastoral society

Agricultural society

Industrial society

Postindustrial (information) society

Emerging

Biotech society?
Consequences of Animal Domestication and Plant Cultivation

- Animal husbandry
  - More dependable food supply
  - Food surplus
  - Larger human groups
  - Division of labor
  - Trade
  - Accumulation of objects
    - Feuds and wars
    - Slavery
      - Social inequalities as some people accumulate more
        - Inherited wealth
          - Concentrated wealth and power
            - Changes in types of leadership
Changes in Social Order

• What Holds Society Together?
  – Mechanical and Organic Solidarity
  – Gemeinschaft and Gesellschaft

• It is continuously evolving as it responds to changing values

• How Relevant Today?
Microsociological Perspective: Social Interaction in Everyday Life

• Stereotypes in Everyday Life
• Personal Space
• Eye Contact
• Smiling
• Body Language
• Applied Body Language
Microsociological Perspective: Social Interaction in Everyday Life

• Stereotypes in Everyday Life
• Personal Space
  – Intimate Distance
  – Personal Distance
  – Social Distance
  – Public Distance
How Self-fulfilling Stereotypes Work

1. We see features of the person or hear things about the person.
2. We fit what we see or hear into stereotypes and then expect the person to act in certain ways.
3. How we expect the person to act shapes our attitudes and actions.
4. From how we act, the person gets ideas of how we perceive him or her.
5. The behaviors of the person change to match our expectations, thus confirming the stereotype.
Microsociological Perspective: Social Interaction in Everyday Life

• Eye Contact
• Smiling
• Body Language
• Applied Body Language
Dramaturgy: The Presentation of Self in Everyday Life

• Erving Goffman
• Stages
• Role Performance, Conflict, and Strain
• Teamwork
• Applying Impression Management
Ethnomethodology: Uncovering Background Assumptions

• The Study of How People Do Things
• Harold Garfinkle’s Experiments
  – Conducted exercises to reveal our background assumptions
  – Most of these assumptions are unstated
Social Construction of Reality

• Definition of the Situation - Thomas Theorem
• Objective Reality vs. Subjective Interpretation
• Gynecological Examinations
Need for Macrosociology and Microsociology

• Understanding Incomplete Without Both
• Consider the Example of Groups Studied by William Chambliss
• Opportunities open or close to people depending on their social class
  – And how people learn different goals as they grow up in different groups