

GENERAL SOCIOLOGY 2nd year Midterm Reviewer

Sociology: Definition, Perspectives, and Foundations

- A scientific lens for understanding human society—how it forms, functions, and changes.

The "Why Now?" Moment: Europe's Social Upheaval

Four seismic forces pushed people to question how society works and demanded new ways of understanding it:

- **Enlightenment:** Reason over tradition; questioning inherited authority
- **American Revolution:** New models of liberty and self-governance
- **French Revolution:** Class upheaval and the demand for equality
- **Industrial Revolution:** Rapid urbanization, new social problems, and shifting class structures

From Social Change to a New Science

In 1838, **Auguste Comte** coined the term *sociology* in print, urging that society be studied with the same rigor as the natural sciences.

- **Social Statics:** What holds society together—stability and order
- **Social Dynamics:** How and why societies change over time

Sociology is the systematic, scientific study of human societies and social behavior—examining how groups, organizations, and institutions shape everyday life.

- **Systematic Study:** Evidence-based inquiry, not intuition—patterns tested and verified
- **Social Relationships:** How individuals connect, interact, and form bonds within communities
- **Institutions:** How schools, governments, and families structure behavior and opportunity

The Sociological Imagination

C. Wright Mills argued that sociology connects personal troubles to public issues—revealing how individual experiences are shaped by larger social structures.

- **Personal Trouble:** Unemployment, divorce, poverty seen as individual failures
- **Public Issue:** Economic recession, shifting norms, systemic inequality—social forces at work
- Sociology cultivates a "beginner's mind"—making the familiar strange and turning assumptions into testable questions.

Two Lenses on Scale:

Microsociology:

- Face-to-face interactions
- Everyday meaning
- Individual behavior
- Small groups

Macrosociology:

- Large-scale institutions
- Historical patterns
- Social structures
- Population-level trends

Why Both Matter:

- Sociology's real-world payoff comes from bridging these two scales—explaining both broad social patterns and the everyday situations that produce them.
- Micro reveals how meanings are constructed in daily interaction.
- Macro uncovers institutional forces shaping life chances over time.

Three Classic Perspectives

- **Functionalist:** Society as interrelated parts working together—emphasizes order, stability, and consensus.
- **Conflict:** Society shaped by competition over resources—emphasizes power, inequality, and change (Marx).
- **Interactionist:** Society built through everyday meanings—emphasizes symbolic interaction and interpretation (Weber's *Verstehen*).

Founding Thinkers: The Intellectual Toolbox

- **Émile Durkheim:** Study what's observable; use statistics; focus on social order and the functions that bind society.
- **Max Weber:** Understand social action through *Verstehen* (interpretive understanding); use ideal types to capture essential features.
- **Karl Marx:** Society shaped by the economy; history driven by conflict between bourgeoisie (owners) and proletariat (workers).
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How Sociology Builds Evidence

- **Surveys:** Collect attitudes and opinions via questionnaires or structured interviews.
- **Content Analysis:** Count recurring words, symbols, and themes in media and communication.
- **Historical Method:** Analyze past documents and records to trace social change over time.
- **Observation & Statistics:** Direct observation and statistical analysis to identify and test patterns.

Foundations Meet the Present

Today's sociologists apply classic tools to urgent modern challenges:

- **Digital Divide & Algorithmic Bias:** Technology as a driver of unequal opportunity and new forms of stratification.
- **The Future of Work:** AI, remote labor, and the gig economy reshaping autonomy, mental health, and labor rights.

Key Takeaway: Sociology links definitions, perspectives, and methods to explain today's social problems—and equips people to act on them.

Introduction

- **Sociology** is the foundational study of how human society is organized, how it functions, and how it changes over time.
- It shifts our focus away from individual explanations of behavior toward broader social forces.

The Foundations of Sociology

What is Sociology?

- **Scientific Study:** Systematic analysis of human society and social interaction.
- **The Core Focus:** Explores how social structures, institutions, and groups shape individuals.
- **Beyond Common Sense:** Replaces assumptions with empirical evidence and structured research.

Etymology: The word sociology derives part of its name from the Latin word *socius* ('companion' or 'fellowship'). The suffix *-logy* ('the study of') comes from the Greek *-λογία*, derived from *λόγος* (*lógos*, 'word' or 'knowledge').

Definitions by Key Classical Thinkers

- **Auguste Comte:** The science of social phenomena governed by natural, invariable laws.
- **Émile Durkheim:** The objective study of "social facts" (forces external to the individual).
- **Max Weber:** The interpretive understanding of "social action" and individual meaning.

The Sociological Imagination (Sociological Perspective)

- **Concept Creator:** Coined by American sociologist C. Wright Mills in 1959.
- **The Definition:** The ability to see the link between personal troubles and public issues.
- **Real-World Example:** Unemployment isn't just one person's failure; it is tied to global economic shifts.

Structures, Institutions, and Agency

- **Social Structure:** The stable, patterned relationships that organize society (e.g., social class).
- **Social Institutions:** Established systems that fulfill societal needs (e.g., education, family, government).
- **Agency:** The capacity of individuals to act independently and make free choices.

Historical Foundations: Why Sociology Emerged

- **Industrial Revolution:** Rapid shift from farming to factory work caused mass urbanization and social chaos.
- **Political Revolutions:** The French Revolution eroded traditional monarchies, sparking a demand for democratic order.
- **The Rise of Science:** Success in natural sciences inspired thinkers to apply scientific methods to human society.

Theoretical Foundations: The Big Three Paradigms

Structural Functionalism (Durkheim): Society is a complex system whose parts work together to promote stability.

Conflict Theory (Marx): Society is an arena of inequality where groups fight for scarce resources.

Symbolic Interactionism (Weber/Mead): Society is the product of everyday, micro-level interactions through symbols.

Conclusions and Summary

- Sociology is the systematic, scientific study of our collective social life.
- It bridges the gap between individual agency and massive social structures.
- It emerged out of industrial-era crises to help us make sense of a rapidly changing world.
- **Quote:** *"They may forget what you said, but they will never forget how you made them feel."* — Here is the complete transcription of the uploaded file formatted into bullet points:

The Sociological Imagination

In Chapter 1 ("The Promise") of *The Sociological Imagination*, C. Wright Mills argues that people feel trapped in their private lives because they cannot see the connection between their personal troubles and wider historical and social structures.

The sociological imagination is the mental capacity to grasp how individual biography intersects with broad societal history.

- The sociological imagination is the ability to see how individual lives are shaped by broader historical events and societal structures.
- Coined by American sociologist C. Wright Mills in 1959, it is the capacity to shift perspectives from the personal to the public, recognizing that our private experiences are deeply connected to the world around us.

Core Concept

- **The Feeling of Being Trapped:** People view their daily lives as a series of private blockages, unaware that impersonal changes in society drive these feelings.
- **Biography and History:** Neither an individual's life nor a society's history can be understood without understanding both and how they relate.
- **Troubles vs. Issues:** Personal troubles occur within the individual's immediate character, while public issues transcend local environments and point to institutional flaws in society.
- **The Promise:** Possessing this mindset allows people to translate private unease into public understanding and meaningful awareness.

Theoretical Perspectives in Sociology

Structural Functionalism

- Society as a system of interrelated parts
- Functions, manifest and latent
- Social stability and cohesion
- Social facts and institutions

Conflict Theory

- Society as an arena of inequality and conflict
- Power, domination, and coercion
- Class struggle and change
- Ideology and false consciousness

Symbolic Interactionism

- Focus on symbols and meanings
- Social interaction and roles
- Social construction of reality
- Self and identity

Early Sociology in the Philippines

The Academic Phase (Spanish and American Colonial Eras)

- **1896:** Sociology was first introduced as a course at the University of Santo Tomas (UST) by Father Valentin Marin. It was taught from a social-philosophical and religious perspective.
- **1911:** The University of the Philippines (UP) introduced the first formal sociology department under A.E.W. Salt and Murray Bartlett. The focus was highly pragmatic, aiming to understand rural communities to aid American colonial governance.
- **1952:** The Philippine Sociological Society (PSS) was founded to formalize the discipline and outline professional standards.

The Indigenization Movement (Mid-20th Century)

- Early Philippine sociology heavily relied on Western theories (like Structural Functionalism) which failed to accurately explain Filipino cultural nuances. This mismatch triggered a push for *Sikolohiyang Pilipino* (Filipino Psychology) and local sociology.
- **Serafin Macaraig:** Recognized as the first Filipino to receive a PhD in Sociology (from the University of Michigan). He wrote *Introduction to Sociology* (1939), the first textbook featuring Philippine social conditions.
- **Key Focus Shift:** Philippine sociology pivoted from purely abstract theories to urgent developmental issues: land reform, rural poverty, family dynamics, and migrant worker struggles.

The Crucial Distinction: Troubles vs. Issues

To apply the sociological imagination, one must distinguish between personal troubles and public issues.

Personal Troubles

- **Definition:** Problems that occur within the character of the individual and their immediate relationships.
- **Resolution:** Solved by the individual changing their behavior, choices, or direct surroundings.
- **Example:** One person in a city of millions loses their job because they were constantly late to work.

Public Issues

- **Definition:** Matters that transcend the individual and involve the crisis of an entire social institution or structure.
- **Resolution:** Solved by changing public policy, economic systems, or social laws.
- **Example:** The national unemployment rate spikes to 15% because automation is replacing manufacturing jobs.

The Sociological Imagination: Example #1

Fat and thin girl:

- A girl tries to lose weight to look desirable according to the perception of society.
- In order to be thin, she becomes anorexic and experiences severe health problems.
- Now, if we see this case in isolation, we will think that it's her personal problem, and she is spoiling her life on her own.
- But if we apply sociological imagination, we would realize that it's the obsession of society in general for fair skin and a thin body that has indirectly affected this girl.
- It is the media that represents society, portrays beautiful and desirable girls as thin and fair.
- This kind of representation affects many people directly or indirectly as it happened in the case of this particular girl.

The Sociological Imagination Overview & Key Concepts

- *"The vivid awareness of the relationship between personal experiences and the wider society."* — C. Wright Mills
- **Personal Troubles:** Private Problems | Individual Issues
- **Public Issues:** Larger Social Forces | Societal Patterns
- **Connecting Biography & History:** How do history & society shape our lives?
- **Think Beyond "Yourself":** See the bigger picture; Question "Why?"
- **Examples:**
 - **Unemployment:** Not just a personal issue; linked to economic conditions.
 - **Divorce Rates:** Reflects changing social norms & values.
- **Link Personal Experiences to Broader Social Contexts:** Understanding "the intersection of biography & history" (Self ←rightarrow Society).

3 Real-World Examples

- **Scenario 1: Credit Card Debt**
 - *As a Personal Trouble:* A person is lazy, greedy, and spends too much money on luxury items.
 - *As a Public Issue (Sociological Imagination):* Stagnant wages, rising inflation, and predatory lending practices make debt necessary to survive.
- **Scenario 2: High Divorce Rates**
 - *As a Personal Trouble:* A specific couple fought too much and lacked communication skills.
 - *As a Public Issue (Sociological Imagination):* Shifting gender roles, the economic independence of women, and legal shifts like no-fault divorce laws change the institution of marriage.
- **Scenario 3: Body Image Issues**
 - *As a Personal Trouble:* An individual lacks self-esteem and hates how they look in the mirror.
 - *As a Public Issue (Sociological Imagination):* Mass media, targeted advertising, and the multi-billion dollar beauty industry profit heavily off creating

Understanding Culture

Understanding Culture

- Culture is the entire way of life of a group of people.
- It acts as a lens through which individuals view the world and includes everything from language and gestures to fashion and food.

The Two Main Components of Culture

- **Material Culture:** Tangible, physical objects created or used by a society (e.g., jeeps, smartphones, traditional clothing, buildings).
- **Non-Material (Symbolic) Culture:** Intangible creations like ideas, beliefs, values, norms, language, and social behaviors.

• Ethnocentrism vs. Cultural Relativism

- **Core Difference:** The main difference between ethnocentrism and cultural relativism is the way in which you evaluate a foreign culture.
- **Cultural Relativism:**
 - Involves looking at another culture by its own perspective instead of one's own culture.
 - Emphasizes the importance of understanding different cultures and their unique values, beliefs, and practices.
 - Claim that ethical practices differ among cultures, and what is considered right in one culture may be considered wrong in another (*"What's weird to you is normal to me."*).
- **Ethnocentrism:**
 - Involves looking at another culture exclusively from the perspective of one's own.
 - Ethnocentric people compare their culture to others on elements such as religion, behavior, language, customs, and norms (*"Our culture is better than yours"*).
- **Comparison Table (Cultural Mindsets):**
 - **Ethnocentrism:** Uses own culture as standard | Views others as "weird" | Promotes cultural bias
 - **Cultural Relativism:** Judges culture by its own context | Seeks to understand context | Promotes objectivity
- **Core Concepts: Values and Norms**
 - Norms are specific behavioral standards or rules in a society, while values are overarching principles that determine what is considered good or desirable.
 - **Norms:**
 - Shared rules and expectations guiding behavior in a society or group, maintaining social order, defining cultural values, and shaping interactions.
 - Can vary across time, cultures, and even sub-groups.
 - **Values:**
 - Beliefs about what is important to individuals and society as a whole (a belief about how something should be).
 - Examples: Honesty, respect, responsibility, fairness, and kindness.
 - **Norms vs. Values Breakdown:**
 - **Norms:** Accepted standards of behavior | Specific guidelines | Behaviors accepted by society | May vary from society to society (e.g., covering mouth when coughing, shaking hands, saying sorry when bumping into someone).
 - **Values:** Principles that help decide right and wrong | General guidelines | Principles believed by an individual | May vary from individual to individual (e.g., honesty, integrity, courage, kindness, fairness, generosity).

Characteristics of Norms: Varied | Standard of group behavior | Incorporating value judgement | Emerge as an aspect of human activity | Generalized and learned | Generalizable | Related to the factual world.

Types of Social Norms

- **Folkway:** Norm that stems from and organizes casual interactions.
- **More:** Norm that structures the difference between right and wrong.
- **Taboo:** Strong negative norm; violating it results in extreme disgust.
- **Law:** Norm that is formally inscribed at the state or federal level.

Sociological Analysis of Filipino Values

1. Filipino values are deeply rooted in interpersonal relations, community solidarity, and maintaining social harmony.
2. Sociologically, these values act as functional survival mechanisms, but can also create distinct social pressure.
3. **Kapwa (Shared Identity / Togetherness):**
 - *The Concept:* Core of Filipino interpersonal psychology; treating the "other" as a fellow human being (*pakikipagkapwa-tao*).
 - *The Positive:* Fosters deep empathy, inclusivity, and care for marginalized members.
 - *The Shadow Side:* Can lead to extreme peer pressure or conformity (*Pakikisama* / yielding to group desire), forcing individuals to compromise personal ethics for group harmony.
4. **Utang na Loob (Debt of Gratitude):**
 - *The Concept:* System of reciprocal obligations where helping during a crisis incurs an invisible, lifelong emotional/social debt.
 - *The Positive:* Creates a strong social safety net for families and communities without relying on state welfare systems.
 - *The Shadow Side:* Can be weaponized for exploitation in patron-client relationships (e.g., voters bound to corrupt politicians).
5. **Bayanihan (Communal Unity):**
 - *The Concept:* Derived from *bayan* (nation/town); traditionally symbolized by carrying a nipa hut to a new location.
 - *The Positive:* Inspires self-sacrificing volunteerism and mutual aid during disasters/crises.
 - *The Shadow Side:* Can lead to systemic reliance on volunteerism, allowing institutional bodies to escape accountability for failing infrastructure or response.

Ethnocentrism in Evaluating Filipino Values

Western observers and urbanized/Westernized Filipinos frequently judge traditional Filipino values through an ethnocentric lens of individualism, rigid meritocracy, and contractualism.

- **Hiya (Shame / Propriety):**
 - *Ethnocentric Evaluation (Western Individualism):* Viewed as a weakness, lack of confidence, or inability to speak up.
 - *Culturally Relativistic Analysis (Sociological Lens):* Acts as a powerful social control mechanism that preserves group harmony and prevents public conflict.

- **Ningas-Kugon (Flash-in-the-pan enthusiasm):**
 - *Ethnocentric Evaluation (Western Individualism):* Criticized as laziness, lack of discipline, or poor long-term planning.
 - *Culturally Relativistic Analysis (Sociological Lens):* Historically adapted to highly volatile environments (typhoons, agricultural shifts) where flexibility is more useful than rigid commitments.
- **Close Family Ties:**
 - *Ethnocentric Evaluation (Western Individualism):* Seen as a barrier to individual independence or a source of nepotism.
 - *Culturally Relativistic Analysis (Sociological Lens):* An economic survival strategy in a society lacking institutional social security, unemployment benefits, or robust elderly care.
- **Elements of Culture:** Religion, Social Structure, Language, Education, Political Philosophy, Economic Philosophy.
- **Drivers of Cultural Change:**
 1. **Invention:** Creating new items or social ideas.
 2. **Discovery:** Recognizing things already existing.
 3. **Diffusion:** Spread from group to group.

The Impact of Globalization on Culture

Globalization - The increasing interconnectedness and interdependence of societies worldwide, driven by advancements in technology, communication, and transit.

1. Cultural Homogenization ("McWorld"):

- *The Concept:* Global culture becomes standardized and dominated by Western/American corporate values and consumerism (also called McDonaldization or Cultural Imperialism).
- *The Local Impact:* Traditional languages, local food stalls, and artisanal practices face displacement by multinational corporations.

2. Cultural Heterogenization ("Glocalization") & Hybridization:

- *The Concept:* Local cultures actively adapt, modify, and blend foreign influences with indigenous traditions (*glocalization* = global + local).
- *The Local Impact:* Foreign items change to fit local tastes (e.g., McDonald's offering McSpaghetti/rice in the Philippines, or local artists blending Western hip-hop beats with traditional instruments).

3. Cultural Lag:

- *The Concept:* Coined by William F. Ogburn; occurs when material culture (technology, infrastructure) changes rapidly, but non-material culture (values, beliefs, laws, norms) fails to keep pace.
- *The Local Impact:* AI and deepfake generators advancing rapidly (material culture) while legal frameworks and ethical standards lag behind, leading to regulatory chaos.

THE SELF, INTERACTION AND CONFORMITY

The Self:

- In sociology, the self is a social construct.
- It is not an innate, biological trait but a distinct identity that develops over time through social interaction, language, and role-taking.
- Individuals learn who they are by observing and internalizing how others perceive and react to them.
- The sociological understanding of the self is primarily driven by two foundational theories:

The Looking-Glass Self (Charles Horton Cooley):

Self-concept develops through our perception of how others judge us. Three-step process: imagine how we appear to others, imagine what their judgment must be, and develop self-feeling (e.g., pride or shame) based on that imagined judgment.

The Social Self (George Herbert Mead): The self emerges in stages through language, play, and games. The individual learns to take the perspective of the "generalized other"—the internalized expectations of society as a whole. Mead divided the self into two parts:

- **The "Me":** The socialized aspect of the self that internalizes the attitudes, expectations, and behaviors of others and society.
- **The "I":** The active, spontaneous, and creative part of the self that responds to the "Me" and allows individuals to act in novel or non-conforming ways.

Socialization:

- The process of learning societal norms and values.
- A lifelong process through which individuals acquire language, culture, habits, and values necessary to participate effectively as members of a specific society.
- **Core Mechanisms of Socialization:**
 - **Primary Socialization:** Occurs during infancy and childhood, establishing basic personality structures through intense, emotional interactions, primarily within the nuclear family.
 - **Secondary Socialization:** Occurs throughout adolescence and adulthood, helping individuals learn how to behave in specific sub-groups or institutional environments like schools, workplaces, and voluntary organizations.
 - **Anticipatory Socialization:** Process where individuals voluntarily rehearse and adopt norms, behaviors, and values of a social group they aspire to join in the future.
 - **Resocialization:** Intense process of unlearning old behaviors and norms to radically adapt to a new lifestyle or environment, often occurring within total institutions like military boot camps or prisons.

Primary Agents of Socialization:

- **Family:** Earliest and most influential agent, shaping fundamental worldviews and emotional security.
- **Peer groups:** Equal-status groups providing space to learn autonomy, negotiate relationships, and escape adult supervision.
- **Schools:** Formal systems teaching academic skills alongside a "hidden curriculum" of obedience, competition, and punctuality.
- **Mass media:** Digital platforms, television, and internet spaces broadcasting cultural ideals, role models, and societal expectations.

Social Interaction:

- Definition: The process by which people act toward and respond to one another.
- It is the fundamental building block of all social relationships and structures.
- Through interaction, individuals create shared meanings, establish rules, and construct social reality.
- **Core Forms of Social Interaction:**
 - **Exchange:** Interacting to receive a reward or return; governed by reciprocity (a favor deserves a return).
 - **Cooperation:** Individuals or groups combining efforts to achieve a common goal; essential for group survival and productivity.
 - **Conflict:** Interacting to defeat an opponent or control a scarce resource; defeating the opponent takes priority over achieving a goal.
 - **Competition:** Two or more parties striving for a goal that only one can achieve; follows rules, unlike conflict.
 - **Coercion:** Individuals or groups being forced to behave in a specific way by others who hold power or authority.

Key Theoretical Perspectives:

- **Symbolic Interactionism:** Focuses on how people use shared symbols (language, gestures) to define identities and navigate daily life.
- **Dramaturgy (Erving Goffman):** Views social interaction as a theatrical performance where people act as actors on a "front stage" to manage impressions.
- **Ethnomethodology (Harold Garfinkel):** Studies the unwritten, taken-for-granted rules people use to make sense of everyday interactions.

Conformity:

- Definition: The act of matching attitudes, beliefs, and behaviors to group norms or politics.
- A powerful mechanism of social control ensuring predictability, order, and stability within a society.
- **Types of Conformity:**
 - **Compliance:** Publicly conforming to expectations while privately maintaining original dissenting beliefs (e.g., laughing at a bad joke because friends laugh).
 - **Internalization:** Publicly and privately accepting group norms, integrating them into personal value systems permanently (e.g., joining a health club and genuinely believing in healthy eating even when alone).
 - **Identification:** Conforming to the behavior of a specific, respected role model or group to maintain a relationship or identity (e.g., wearing specific brand clothes at a new job to fit workplace culture).

Classic Sociological Experiments on Conformity:

- **The Asch Paradigm (Solomon Asch):** Demonstrated that people knowingly give incorrect answers to simple visual tests to align with a unanimous group majority (e.g., the Elevator Experiment).
- **The Milgram Experiment (Stanley Milgram):** Revealed how far individuals conform to the commands of an authority figure, even when violating personal ethics (e.g., a bank teller forced to deny a loan due to algorithmic/corporate policy).
- **The Stanford Prison Experiment (Philip Zimbardo):** Showed how rapidly individuals conform to institutional roles and behavioral expectations assigned to them (e.g., political bribery or monopoly price-gouging).
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Theoretical Perspectives on Conformity:

- **Structural Functionalism:** Views conformity as necessary to maintain social equilibrium, solidify shared values, and prevent anomie/normlessness (e.g., society handling a natural disaster or economic collapse).
- **Conflict Theory:** Criticizes conformity, arguing dominant groups enforce compliance to protect power and suppress dissent (e.g., strict corporate dress codes and professionalism standards).
- **Deviance and Strain Theory (Robert Merton):** Defines "Conformists" as individuals who accept both society's cultural goals (e.g., financial success) and institutionalized means to achieve them (e.g., a retail employee going back to school for a business degree).

Socialization

Socialization Defined:

- **Charles Horton Cooley** defined socialization as the process through which a person develops a self-concept and social identity by interacting with others, notable for his 1902 concept of the "looking-glass self".
- **George Herbert Mead (*Mind, Self, and Society*):** Defined as the process by which individuals internalize the expectations and attitudes of society ("generalized other") to develop a distinct social self, focusing on seeing ourselves through the eyes of others and taking on social roles.
- **Émile Durkheim (Foundational Sociology):** Defined as the transmission of society's collective beliefs, values, and moral obligations across generations, focusing on creating social cohesion and preventing anomie by integrating individuals into a unified social body.
- **Bryan S. Turner (*The Wiley-Blackwell Companion to Sociology*):** Defined as the process whereby individuals acquire the values and norms of the society into which they are born and raised, emphasizing nurture over nature to show human behavior is shaped by social environments.

Crash Course Sociology Reference: Crash Course Sociology 14: Socialization.

Key Stages of Socialization:

- Primary: Early childhood learning inside the family.
- Secondary: Later learning at school, work, or with friends.
- Resocialization: Unlearning old ways and learning new ones for big life changes.

Main Agents of Socialization:

- Family: Teaches basic rules, language, and core values.
- School: Teaches discipline, teamwork, and public rules.
- Peers: Friends who shape trends, styles, and social habits.
- Media: Shows cultural ideas, news, and global views.

Evolution of Socialization:

- Pre-Industrial Era (Tribal and Local): Focus on shared physical survival; Agents are immediate family and tribal elders; Methods include oral storytelling, local rituals, and mimicry; Scope is highly localized with rigid social roles.
- Industrial Era (Institutionalized): Focus on factory-ready discipline and national identity; Agents are public schools, factories, and structured workplaces; Methods include standardized curriculums, clocks, and formal laws; Scope is regional and national integration.
- 20th Century (Mass Media Age): Focus on consumer culture and shared national experiences; Agents are television, radio, cinema, and nationwide print; Methods include one-way broadcasting of centralized cultural ideals; Scope is homogenized public opinion across entire nations.

- 21st Century (Digital and Algorithmic): Focus on hyper-individualism and fragmented identity; Agents are social networks, online forums, and AI algorithms; Methods include interactive, two-way digital communication; Scope is global scale but divided into niche echo chambers.

Social Interaction and Norms:

- Credit: Ninno Jack Jr
- Social Interaction Defined: The dynamic process where people act and react to those around them, relying entirely on social norms (unwritten rules/expectations guiding acceptable behavior). Without social norms, structured social interaction would collapse into unpredictability.
- The Four Types of Social Norms:
 - **Folkways:** Casual, everyday habits and manners (e.g., saying "thank you" or facing the door in an elevator); breaking them causes mild awkwardness but no legal punishment.
 - **Mores (Mor-ays):** Strictly enforced moral norms deeply linked to a society's values (e.g., honesty, fidelity, respecting religious boundaries); breaking them causes social isolation or public outrage.
 - **Taboos:** Extreme social prohibitions where the mere thought of the act causes revulsion (e.g., incest or cannibalism); breaking them results in permanent exile or severe social exclusion.
 - **Laws:** Formalized, written rules enforced by political authority (e.g., traffic laws or criminal codes); breaking them results in explicit state punishments like fines or jail time.

Elements of Social Interaction:

- Status: The recognized social position a person holds (e.g., "teacher," "parent," or "student").
- Role: The behavioral expectations tied to a specific status.
 - **Role Conflict:** Clash between roles of two or more different statuses (e.g., a working parent balancing a job deadline with a sick child).
 - **Role Strain:** Stress caused by incompatible demands within a single status (e.g., a teacher trying to grade fairly while being empathetic to struggling students).

Sociological Perspective on Interaction:

- **Erving Goffman (Dramaturgy):** Compares life to a theater where people act as performers on a stage ("front stage") to manage impressions, then drop the act when alone ("back stage").
- **Harold Garfinkel (Ethnomethodology):** Investigates interaction by intentionally breaking unspoken norms (breaching experiments) to reveal how heavily we rely on shared social order.

Socialization & Construction of Identity:

The process by which a person develops a distinct sense of self through interactions with society, answering "Who am I?" by proving identity is socially built, not born.

Core Theories of Social Identity:

- The Looking-Glass Self (Charles Horton Cooley): We build identity using others as a mirror by imagining our appearance to them, imagining their judgment, and changing our self-concept based on perceived judgment.
- The "I" and the "Me" (George Herbert Mead): Identity has two parts where "I" is the spontaneous, creative, unpredictable self and "Me" is the social self built by learning society's rules and expectations.
- Impression Management (Erving Goffman): We actively build identity for others by controlling shared information through clothes, speech, and body language to shape perception.

Key Dimensions of Constructed Identity:

- Gender Identity: Society teaches masculine or feminine meanings through toys, media, and parental expectations from infancy.
- Class Identity: Social status shapes taste, language patterns, and future goals, turning economic background into personal identity.
- Ethnic & Cultural Identity: Passing down traditions, language, and shared history connects an individual to a larger group identity.

Nature vs. Nurture in Identity:

- Nature (Biology): Gives us genetic traits, temperament, and physical features.
- Nurture (Socialization): Dictates how biological traits are interpreted, valued, and expressed within a culture.

Groups and Organizations in Sociology

Defining Group/s and Organization/s:

- Merton, R. K. (1968, *Social Theory and Social Structure*): Defined a **social group** as a number of people who define themselves as members of a group, expect certain behavior from members not expected from outsiders, and are defined by others as belonging.
- Maclver, R. M., & Page, C. H. (1949, *Society: An Introductory Analysis*): Defined a **group** as any collection of human beings brought into social relationships with one another.
- Charles Horton Cooley / Merton, R. K. (1968): Emphasized intimate, face-to-face association and cooperation to define a **primary group** (like family).
- Barnard, C. I. (1938, *The Functions of the Executive*): Defined an **organization** as a system of consciously coordinated activities or forces of two or more persons.
- Blau, P. M., & Scott, W. R. (1962, *Formal*

Organizations: A Comparative Approach): Defined an organization as a social unit designed to coordinate activities of many persons and furnish incentives to accomplish a specific objective.

Types of Social Groups:

- **Primary groups:** Small, intimate, and long-lasting groups like family or close friends focused on emotional support.
- **Secondary groups:** Larger, impersonal, and task-oriented groups like coworkers or a college class.
- **In-groups and Out-groups:** Groups we feel loyalty toward ("us") versus groups we feel competition or disdain toward ("them").
- **Reference groups:** Standards or role models used to evaluate our own behaviors and attitudes.

Types of Formal Organizations (Amitai Etzioni):

- **Utilitarian organizations:** Joined for a material reward or income, such as a job or college.
- **Normative (voluntary) organizations:** Joined based on shared interests or moral goals, such as a charity or ski club.
- **Coercive organizations:** Membership is forced, such as prisons or rehabilitation centers.

Bureaucracy and Rationalization:

- **Bureaucracies:** Dominant structure of modern organizations featuring a clear hierarchy, written rules, and specialized division of labor.
- **Inefficiencies:** Can result in "red tape", alienation, and rigidity despite being designed for efficiency.
- **McDonaldization:** George Ritzer's concept describing how fast-food principles (efficiency, calculability, and control) dominate society.

Group Dynamics, Conformity, and Leadership:

- **Group Dynamics Definition:** The system of behaviors, psychological processes, and interactions occurring within or between social groups, shaping individual behavior through peer pressure and authority.
- **Group Dynamics Factors:** Dictates group function, communication, and boundaries through group size and groupthink threat.
- **Group Size (George Simmel):**
 - **Dyad:** Two-person group; most intense and intimate relationship, but most unstable (ceases to exist if one leaves).
 - **Triad:** Three-person group; more stable due to third member mediating, but allows coalitions to form against one member.
 - **Large Groups:** Become more stable and less intense as they grow; communication shifts to formal, structured channels.

Groupthink (Irving Janis): Phenomenon where members prioritize consensus/harmony over critical evaluation, leading to flawed decision-making by suppressing dissenting opinions.

Conformity:

- Definition: Matching attitudes, beliefs, and behaviors to group norms or expectations.
- **Asch Experiment (Solomon Asch, 1951):** Visual line length tests showed people knowingly give incorrect answers to agree with the majority, proving individuals prioritize group consensus over objective senses.
- **Milgram Experiment (Stanley Milgram, 1963):** Participants delivered simulated electric shocks to learners, revealing a profound willingness to obey authority figures even when violating personal morals.
- **Stanford Prison Experiment (Philip Zimbardo, 1971):** Students assigned as guards/prisoners in a simulated prison quickly conformed to social roles and expectations dictated by the institutional environment.

Leadership:

- Traits listed in diagram: Vision, Positive Attitude, Humor, Solid Communicator, Inspiring.
- Role: Maintains order, resolves conflicts, and achieves objectives.
- **Leadership Functions:**
 - **Instrumental Leadership:** Task-oriented leadership focused on achieving specific goals, completing projects, and meeting deadlines.
 - **Expressive Leadership:** People-oriented leadership focused on maintaining group harmony, boosting morale, and providing emotional support.
- **Leadership Styles:**
 - **Authoritarian:** Leaders make decisions independently and demand strict compliance; effective in crises, but can cause resentment.
 - **Democratic:** Leaders encourage participation and build consensus; fosters high satisfaction, but slows decision-making.
 - **Laissez-faire:** Hands-off approach allowing members to make choices; works well with self-motivated professionals, but can lack direction.

Social Inequality

The Core Concept of Social Inequality

- Social inequality is the structured hierarchy within a society where access to resources, opportunities, rewards, and power is systematically distributed on an unequal basis.
- Sociologists define social inequality not merely as individual differences, but as a deeply entrenched social pattern.

Social Inequality - It is the unequal distribution of social and economic resources, power, and privilege between distinct social groups (Andersen & Taylor, 2018).

Social Stratification - Society is layered into a hierarchy based on factors like class, race, and gender (Macionis, 2020).

The Consequences: High inequality erodes social trust, increases crime rates, and damages the physical and mental health of the entire population (Wilkinson & Pickett, 2010).

Core Dimensions of Social Inequality

- **Economic Inequality:** Disparities in wealth accumulation, salary distributions, and assets.
- **Social Inequality:** Differential access to healthcare, education, judicial justice, and basic infrastructure.
- **Political Inequality:** Unequal capacity to influence policy decisions or hold government offices.
- **Systemic Discrimination:** Marginalization based on race, gender, ethnicity, disability, or age.
- **Dimension / Primary Focus / Key Theoretical Authority / Core Argument Table:**
 - **Economic** | Wealth & Class | Thomas Piketty (2014) | Capital growth outpaces economic growth ($r > g$), concentrating wealth at the top across generations.
 - **Social/Cultural** | Status & Capital | Pierre Bourdieu (1984) | Inequality is sustained through "cultural" capital (education, tastes, and manners) passed down by elite families.
 - **Intersectionality** | Overlapping Biases | Kimberlé Crenshaw (1989) | Marginalization cannot be looked at through just one lens; race, gender, and class intersect to create unique disadvantages.

Universal Drivers

- **Technological Shifts:** Automation and digital advances reward highly skilled workers while displacing lower-skilled labor.
- **Weak Labor Protections:** Declining union rates and stagnant minimum wages widen the gap between workers and executives.
- **Taxation Policies:** Regressive tax systems and loopholes allow wealth to accumulate at the top without redistribution.
- **Intergenerational Wealth:** Elite families pass down property, networks, and capital, cementing social classes across generations.

Global trends comparing different continents

- Global inequality trends are currently moving in two opposite directions: while the economic gap between countries has generally narrowed due to rapid growth in emerging Asian economies, the inequality within individual countries has severely worsened.
- According to the World Inequality Lab and the World Bank, over 71% of the world's population now lives in countries facing rising internal wealth gaps.

Key Regional Trends Breakdown

- **Europe:** The Collective Safety Net
- **North America:** The Corporate and Digital Divide
- **Latin America:** Persistent Structural Barriers
- **Sub-Saharan Africa:** The Dual Burden of Poverty and Wealth Concentration
- **Asia:** Rapid Growth with Skewed Rewards

Social Inequality In The Philippines

- Social inequality in the Philippines is a deep-rooted crisis defined by extreme wealth concentration, where the top 1% holds 17% of national income while the bottom 50% shares only 14%.

Key Measures of Inequality and Main Causes

- **Income Gap:** The World Bank reported a Gini coefficient (a measure of income distribution where 100% means total inequality) of 42.3%. The Philippines ranks 15th out of 63 countries for high income disparity.
- **Education Disparity:** Families with high income spend over 22 times more on education per person than poor families. Poorer children face higher dropout rates and severe learning losses.
- **Regional Divides:** Wealth stays centered in urban hubs like Metro Manila. Rural areas and lagging regions lack basic health care, good roads, and digital access.
- **Unequal Opportunities:** Poor start lines prevent children from low-income homes from moving up the economic ladder.
- **Political Structures:** Powerful political families and large corporate groups control major resources and limit open market competition.
- **Vulnerability to Shocks:** Typhoons and natural disasters hit poor families the hardest. They lose their meager savings and struggle to rebuild.
- **Social Norms:** Gender roles put the burden of childcare on women, which lowers their employment rates. Indigenous groups also face systemic bias and job exclusion.

Socioeconomic status (SES)—measured by income, education, occupation, and wealth—directly shapes the unequal distribution of resources, power, and life opportunities in society.

American Psychological Association (APA)

Economic Inequalities:

- **Income and Wealth Disparities:** Higher-SES individuals accumulate capital and assets, while lower-SES individuals often live paycheck-to-paycheck, leading to a widening wealth gap (National Institutes of Health (NIH) | .gov).
- **Job Insecurity:** Lower-status occupations often lack contracts, paid leave, safety protections, and advancement opportunities.
- **Housing Affordability:** Low-income families face severe rent burdens, substandard living conditions, and higher risks of housing instability or homelessness (The Scottish Government).

Social Inequalities:

- **Educational Gaps:** Achievement gaps start early because wealthier families can afford high-quality preschools, tutoring, and stable learning environments (Economic Policy Institute).
- **Health Disparities:** A prominent social gradient means lower-SES groups experience higher rates of chronic illness, shorter life expectancies, and worse healthcare access.

●

Conformity, Deviance, and Social Control

- Deviance, defined sociologically as any behavior, belief, or condition that violates established cultural norms, is a fundamental aspect of human social organization.
- While the public often equates deviance strictly with criminal activity, sociology views it as a much broader spectrum that ranges from minor breaches of etiquette to severe violations of the law.
- Crucially, deviance is not an inherent quality of an action itself; rather, it is socially constructed and relative, varying significantly across different cultures, time periods, and social contexts.
- To maintain order and discourage these non-conforming behaviors, societies employ mechanisms of social control, utilizing both formal systems like the law and informal pressures like peer judgment.
- Understanding deviance allows sociologists to examine how societies define their boundaries, enforce conformity, and decide who gets labeled as an outsider.

Concept of Conformity and Deviance

- Explains how socialization influences behavior and societal expectations.
- Covers theories of deviance including structural strain theory, labeling theory, and social control theory to provide a framework for understanding causes and societal reactions.
- Emphasizes the Universal Declaration of Human Rights (UDHR) in promoting individual dignity amidst societal norms.

What is Deviance?

- **Deviance** is any behavior that breaks social norms, and social control is the way society tries to stop or punish that behavior.
- **Norm breaking:** Going against rules, customs, or expectations of a group.
- **Not always a crime:** Includes minor things like wearing strange clothes or acting rude in public.
- **Relativity:** What counts as deviant changes depending on time, place, and culture.

What is Social Control?

- **Social control** refers to the mechanisms, strategies, and institutions society uses to encourage conformity and prevent deviance, ensuring members follow rules for order and stability.
- **Keeping order:** Keeps society stable and helps people follow rules.
- **Informal controls:** Occur in daily life (e.g., bad looks, warnings, gossip).
- **Formal controls:** Official rules enforced by government/organizations (e.g., police arrests, fines, getting fired).

Key Theories

- **Strain Theory:** Robert Merton argued that deviance happens when people cannot reach success through legal ways.
- **Labeling Theory:** States an act becomes deviant only when society labels it as deviant.
- **Control Theory:** States that strong social ties and relationships stop people from acting out.

Core Mechanisms: Sanctions

Social control is maintained through sanctions (reactions or consequences used to enforce norms), which can be positive (rewards) or negative (punishments).

● Formal Social Control

- Official, institutionalized enforcement of rules by authorized groups or agencies.
- **Law enforcement:** Police arresting individuals breaking codified laws.
- **Judicial systems:** Courts issuing fines, community service, or prison sentences.
- **Organizational rules:** Bureaucratic actions (firing an employee, expelling a student).

● Informal Social Control

- Occurs during everyday social interactions relying on desire for peer approval and belonging.
- **Verbal cues:** Praise for good behavior, criticism/scolding for breaking rules.
- **Non-verbal cues:** Staring, frowning, or dirty looks.
- **Social isolation:** Being excluded, ostracized, or gossiped about.

Internal vs. External Control

- **Internal control:** Conscience and socialization; following rules because they are internalized as "right" and feeling guilt/shame if broken.
- **External control:** Outside pressures (formal and informal sanctions) forcing or persuading conformity.

Comparison Overview Table:

- **Formal (Official/Written) Positive:** Promotion at a job, Academic medal, Government grant
- **Formal (Official/Written) Negative:** Prison sentence, Firing or suspension, Monetary fine
- **Informal (Unofficial/Social) Positive:** Verbal praise, High-five or smile, Compliment from a peer
- **Informal (Unofficial/Social) Negative:** Dirty look / Frowning, Social ostracization, Gossip or mocking

Formal Sanctions Detailed

- **Formal Positive Sanctions Examples:** Employee of the month award, Graduating cum laude, Military medal of honor.
- **Formal Negative Sanctions Examples:** Speeding ticket, Academic expulsion, Prison sentence.

Informal Sanctions Detailed

- **Informal Positive Sanctions Examples:** Thumbs-up, Laughter reacting to a joke, Pat on the back.
- **Informal Negative Sanctions Examples:** "Silent treatment", Shushing in a theater, Eye-rolling.

Sanctions in Digital Era

Examines how social media algorithms and "cancel culture" transform social control, removing geographic and temporal boundaries.

- **1. The Amplification of Informal Sanctions:**
 - **Mass Ostracization ("Cancel Culture"):** Local group reactions scale up globally into public shaming, mocking, and demands for accountability.
 - **Permanence and Searchability:** Digital footprints mean screenshots/videos live forever, impacting real-world relationships long-term.
- **2. The Blur Between Informal and Formal Sanctions:**
 - **The Pipeline:** Informal online deviance gets publicized, leading directly to formal negative sanctions like firing or expulsion.
 - **Crowdsourced Policing:** Internet community acts as a decentralized disciplinary board to track down real-world identities.
- **3. Algorithmic Social Control:**
 - **Algorithmic Positive Sanctions:** High engagement, views, likes, and going viral act as instant digital rewards boosting content aligning with platform norms.
 - **Algorithmic Negative Sanctions:** Automated formal controls like "shadowbanning" or account suspensions punish deviance via software.
- **4. The Rise of Cyber-Subcultures:**
 - **Finding a Tribe:** Bypasses local physical social controls by allowing deviant individuals to connect globally.
 - **Algorithmic Echo Chambers:** Global subcultures validate deviant behavior through positive digital sanctions (likes, retweets), reinforcing and normalizing it.

Tab 2

ntury.

- **Q & A**

- Use this portion of your presentation to answer audience questions.

- **Quiz**

- **Questions:**

1. Which classical theorist defined sociology as the objective study of "social facts," which he viewed as external forces that shape individual behavior?
 - A) Max Weber
 - B) Karl Marx
 - C) Émile Durkheim
 - D) Auguste Comte
- e Comte
 1. How does sociology differ from traditional "common sense" explanations of human behavior?
 - A) Sociology relies entirely on personal anecdotes and historical intuition.
 - B) Common sense focuses only on global systems, while sociology only looks at individuals.
 - C) Sociology uses systematic research methods and empirical evidence to test assumptions.
 - D) Common sense is objective, whereas sociology relies on subjective personal opinions.
- inions.
 1. A sociologist who spends months observing the face-to-face greetings, body language, and small talk between baristas and customers in a coffee shop is practicing which level of analysis?
 - A) Macro-sociology
 - B) Micro-sociology
 - C) Historical sociology
 - D) Structural functionalism
- onalism
 1. *Part 2: The Sociological Perspective (Module 2)* — A person loses their job during a massive global economic recession. Instead of viewing this solely as a personal failure, they look at how national unemployment rates and corporate outsourcing caused their situation. Which concept are they utilizing?
 - A) Social reproduction
 - B) Structural functionalism
 - C) The sociological imagination
 - D) Labeling theory
- theory
 1. In sociology, the constant tension between "structure" and "agency" refers to the debate between:
 - A) How physical buildings shape human behavior versus how digital spaces shape it.
 - B) The rules and social forces that limit choices versus an individual's capacity to act freely.
 - C) The conflict between political governments and corporate economic monopolies.
 - D) Quantitative research methods versus qualitative interviews.
- nviews.
 1. *Part 3: Historical Foundations & Theoretical Paradigms (Module 3)* — Which historical shift did NOT serve as a primary trigger for the emergence of sociology in the 19th century?
 - A) The rapid transition from agricultural farming to urban factory work.
 - B) Political revolutions that eroded traditional monarchies and demanded democratic order.
 - C) The global adoption of digital technology and internet-driven communication networks.
 - D) The success of the natural sciences, which inspired thinkers to study society scientifically.
- ically.
 1. Imagine a society is like a human body: the heart, lungs, and brain all work together to keep the body alive. If one organ fails, the whole body suffers. This analogy perfectly describes which major sociological paradigm?
 - A) Conflict Theory
 - B) Structural Functionalism
 - C) Symbolic Interactionism
 - D) Feminist Theory
- Theory
 1. According to Karl Marx and Conflict Theory, society is fundamentally driven by:
 - A) Shared values, moral consensus, and cooperative social institutions.
 - B) The micro-level symbols and meanings people assign to everyday interactions.
 - C) Competition between different social classes fighting over scarce resources and power.
 - D) The natural, invariable laws of psychological development.
- opment.

1. A researcher studying how two politicians use specific hand gestures, eye contact, and spoken symbols during a live debate to build a public image is using which lens?
 - A) Symbolic Interactionism
 - B) Structural Functionalism
 - C) Macro-sociological analysis
 - D) Sociobiology

○ biology

1. If a sociologist analyzes the issue of neighborhood gentrification by focusing entirely on how wealthy real estate developers exploit working-class residents to maximize profit, which paradigm are they applying?
 - A) Symbolic Interactionism
 - B) Structural Functionalism
 - C) Conflict Theory
 - D) Mechanical Solidarity

● Symbolic Interactionism

- B) Structural Functionalism
- C) Conflict Theory
- D) Mechanical Solidarity

○ **Answers & Rationales:**

1. **C) Émile Durkheim** | *Rationale:* Durkheim pioneered the concept of "social facts" as external, coercive forces (Module 1).
2. **B) Sociology uses systematic research methods...** | *Rationale:* Sociology is distinct because it replaces untested everyday assumptions with structured empirical science (Module 1).
3. **B) Micro-sociology** | *Rationale:* Micro-level analysis looks at small-scale, face-to-face interactions rather than large structures (Module 1).
4. **C) The sociological imagination** | *Rationale:* C. Wright Mills defined this as the ability to link personal troubles (unemployment) to public issues (recession) (Module 2).
5. **B) The rules and social forces that limit choices...** | *Rationale:* This addresses the core sociological debate regarding social constraints versus human free will (Module 2).
6. **C) The global adoption of digital technology...** | *Rationale:* While a major modern issue, digital tech did not exist in the 19th century when sociology was founded (Module 3).
7. **B) Structural Functionalism** | *Rationale:* Functionalism views society as an interconnected system where every part serves a function to maintain stability (Module 3).
8. **C) Competition between different social classes...** | *Rationale:* Marx's foundational theory focuses heavily on class struggles and resource inequality (Module 3).
9. **A) Symbolic Interactionism** | *Rationale:* This micro-paradigm focuses on how people interact and communicate meaning using shared symbols and language (Module 3).
10. **C) Conflict Theory** | *Rationale:* Focusing on the exploitation of a less powerful group by a dominant group is the core feature of Conflict Theory (Module 3).

Focusing on the exploitation of a less powerful group by a dominant group is the core feature of Conflict Theory (Module 3).

● **Review Question:**

- According to Charles Horton Cooley, the "looking-glass self" is a process where our sense of self develops through our interactions with others.
- Step description options listed in slide: A, B, C (C describes the three steps: imagining appearance to others, imagining their judgment, and developing self-concept based on perceived judgments).