

Twelfth Edition

# sociology



Jon Shepard

## about the author



While an undergraduate student, **Jon Shepard** was inspired and nurtured by his sociology professor, Richard Scudder. After graduating from Michigan State University with a Ph.D. in sociology,

Shepard taught introductory sociology and the sociology of organizations at the University of Kentucky. For fourteen years, he was Head of the Virginia Tech Department of Management. He is the author of ten books and more than forty professional journal articles. He has received teaching awards, including the University of Kentucky Great Teacher Award, at both universities.

## Sociology 12e

*Sociology 12e* offers students a window to absorb the interesting aspects of sociology—with its perspectives, concepts, theories, and research findings—without losing them in density of material that is a barrier in many texts. The author is known for presenting material that is comprehensive, readable, theoretically and empirically sound ... but in a clear and interesting manner so students will be successful as they grapple to learn about the social factors that promote patterned behavior in themselves and others.

*Sociology 12e* encourages critical thinking about conventional wisdom through the development of the “sociological imagination”—the mind-set that enables individuals to see the relationship between events in their personal lives and events in their society. To this end, each chapter opens with a question about some aspect of social life. The answer to each question contradicts a popular or common sense belief. Sometimes the question will focus on a result that even sociologists doubted until a sufficient amount of convincing research was done. The correct answer is given at the beginning of the chapter and further elaboration of the explanation will be within the chapter itself. This theme of “questioning” what they are reading continues throughout each chapter.

The textbook design retains the same dynamic, pedagogically sound format of past editions, blending theory and application to continue to stimulate students to become critical thinkers and active learners. In-chapter enhancement features include the latest sources, maps, illustrations, critical thinking scenarios, and in-chapter check lists.

In-chapter boxes include “See Sociology in Your Life” and “Consider This Research”—an examination of research methodology. Most chapters contain a prominent section on the distinctive views of three major theoretical perspectives—functionalism, conflict theory, and symbolic interactionism; a table entitled “Focus on Theoretical Perspectives” presents succinct illustrations for the three theoretical perspectives. The textbook also offers integrated coverage of global and cultural perspectives.

The author has made every effort to keep this text objective, timely, and interesting to both the student and the instructor. All case problems, examples, and features portray actual companies and managers in action. Companies have been selected to provide balance between large and small organizations representing service, manufacturing, and retailing industries. Successes as well as failures are included to lend perspective and aid in understanding.

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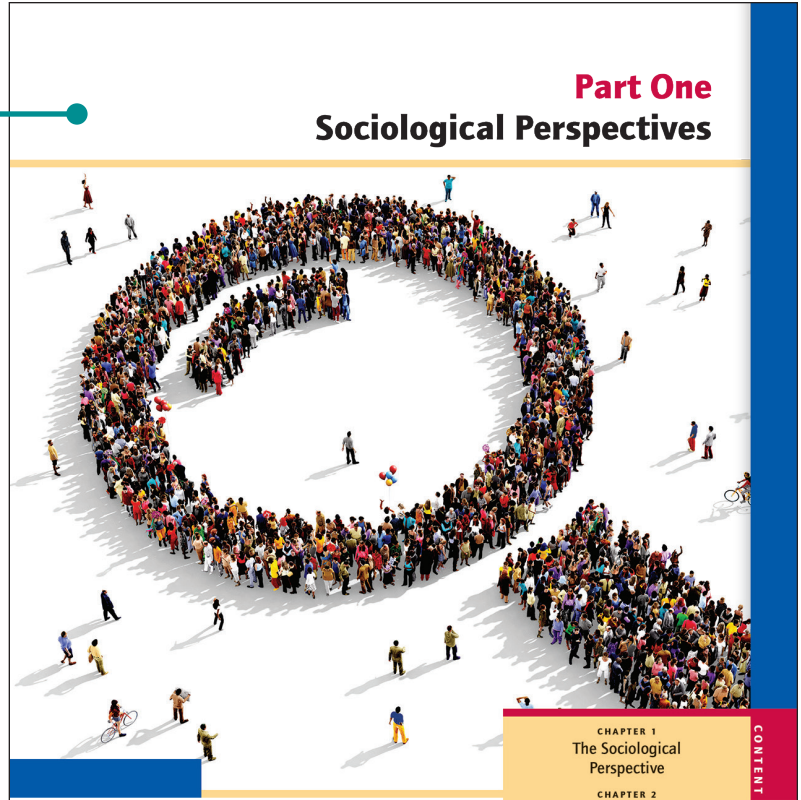
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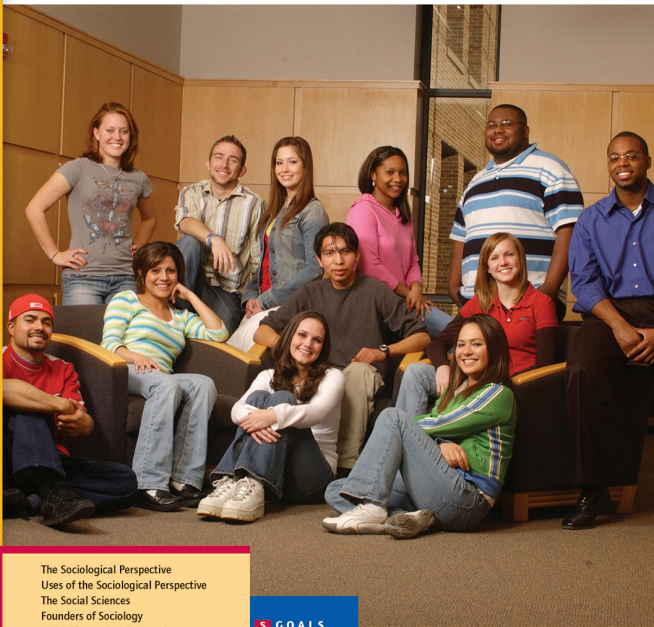
## what's new in the twelfth edition

This updated twelfth edition incorporates the latest sources available and eliminates outdated material. In addition to the 20 new figures and tables, 33 of the figures and tables from the 12th edition are revised with the latest data. Also, the 12 world maps and 18 U.S. maps are either new or updated from the previous edition.

**part opener** — this book is divided into five parts; each part opener displays the chapters/content contained therein



# 1 The Sociological Perspective



5 OUTLINE

The Sociological Perspective  
Uses of the Sociological Perspective  
The Social Sciences  
Founders of Sociology  
Major Theoretical Perspectives  
Two Emerging Social Theories

5 GOALS

- Illustrate the unique sociological perspective from both the micro and macro levels of analysis.
- Describe three uses of the sociological perspective.
- Distinguish sociology from other social sciences.
- Outline the contributions of the major pioneers of sociology.
- Summarize the development of sociology in the United States.
- Identify the three major theoretical perspectives in sociology today.
- Differentiate between two emerging theoretical perspectives.

**chapter opener** — a brief outline provides students with a clear overview of the material that will be covered in the chapter, as well as goals students hope to achieve upon completion of each chapter



**Emile Durkheim—The Study of Suicide**

Emile Durkheim, the first person to be formally recognized as a sociologist and the most scientific of the pioneers, conducted a study that stands as a research model for sociologists today. His investigation of suicide was, in fact, the first sociological study to use statistics. In *Suicide* (1964; originally published in 1897), Durkheim documented his contention that some aspects of social behavior—even something as allegedly individualistic as suicide—can be explained without reference to individuals.

Like all of Durkheim's work, his study of suicide is best considered within the context of his concern for social integration (R. Collins 1994; Pickering and Walford 2000). Durkheim wanted to see if suicide rates within a social entity (e.g., a group, an organization, or society) are related to the degree to which individuals are socially involved (integrated and regulated). In his study, Durkheim described three types of suicide: egoistic, altruistic, and anomic. He hypothesized that

*egoistic suicide* increases when individuals do not have sufficient social ties. Because single (never married) adults, for example, are not heavily involved with family life, they are more likely to commit suicide than are married adults. On the other hand, he predicted *altruistic suicide* as more likely to occur when social integration is extremely strong. The al-Qaeda agents who slammed jetliners into the World Trade Center and the Pentagon in 2001 are one example, as are suicide bombers. Altruistic suicide need not be this extreme, of course. Military personnel who lay down their lives for their country are another illustration.

Durkheim forecasted his third type of suicide—*anomic suicide*—to increase when existing social ties are broken. For example, suicide rates increase during economic depressions. People suddenly without jobs, or without hope of finding any, are more prone to kill themselves. Suicide may also increase during periods of prosperity. People may loosen their social ties by taking new jobs, moving to new communities, or finding new mates.

Using precollected data from government population reports of several countries (much of the data from the French government statistical office), Durkheim found strong support for his predictions. Suicide rates were, in fact, higher among unmarried than married people and among military personnel than civilians. They were also higher

among people involved in nationwide economic crises.

Durkheim's primary interest, however, was not in the empirical (observable) indicators he used, such as suicide rates among military personnel, married people, and so forth. Rather, Durkheim used the results of his study to support several of his broader contentions: (1) social behavior can be explained by social rather than psychological factors; (2) suicide is affected by the degree of integration and regulation within social entities; and (3) because society can be studied scientifically, sociology is worthy of recognition in the academic world (Ritzer 2008). Durkheim was successful on all three counts. If Auguste Comte told us that sociology *could* be a science, Durkheim showed us *how* it could be a science.

**Evaluate the Research**

1. Do you believe that Durkheim's study of suicide supported his idea that much of social behavior cannot be explained psychologically? Why or why not?
2. Which approach do you think Durkheim followed in his study of suicide: functionalist, conflict, or symbolic interactionist? Support your choice by relating his study to the assumptions of the perspective you chose.

**10 How is conformity related to global group behavior?**

We live in groups ranging in size from a family to an entire society, and they all encourage conformity—conformity often promoted by social forces that individuals do not create and cannot control. American, Russian, and Chinese citizens, for instance, have distinctive eating habits, types of dress, religious beliefs, and attitudes toward family life. Groups of teenagers within a society tend to listen to the same music, dress alike, and follow similar dating customs.

**10 Why is the existence of conformity important to sociology?**

Because a high degree of conformity exists, similarities or patterns exist. Sociologists can attempt to explain, and predict the often invisible, that permit successive generations and orderly lives without each generation setting its own new guidelines for social living. Individual generation is spared this trouble. Usually fail to ask why things are the

**10 PART ONE: SOCIOLOGICAL PERSPECTIVES**

ability to solve problems, and the ability to analyze information. Because computers have revolutionized the office, information analysis skills are becoming much more important to managers in all types of organizations. In addition, the increasing complexity of work demands greater critical analysis and problem-solving skills. The levels of each of these skills can be improved through the broad liberal arts foundation of sociology (Billson and Huber 1993; Stephens 2002; Ferrante 2009; American Sociological Association 2017).

**10 What about more specific preparation for employment?** In addition to general skills, specific sociology subfields offer preparation for fairly specialized jobs. Consider these examples:

- Training in race relations is an asset for working in human resources (personnel) departments, hospitals, or day-care centers.

- Background in urban sociology can be put to good use in urban planning, law enforcement, and social work.
- Courses focusing on gender and race serve as valuable background for work in community planning, arbitration, and sexual harassment cases.
- Training in criminology is sought by agencies dealing with criminal justice, probation, and juvenile delinquency.
- Courses in social psychology are valuable for sales, marketing, and advertising, as well as for counseling.

These jobs only scratch the surface; students of sociology are prepared to pursue many other careers (see “See Sociology in Your Life”). Consider this selected list: manager, executive, college placement officer, community planner, employment counselor, foreign service worker, environmental specialist, guidance counselor, health planner, journalist, labor

**see sociology in your life** — presents interesting, timely, and relevant examples intended to stimulate the sociological examination in students' personal lives



**Job Opportunities in Sociology**

In general, all employers are interested in four types of skills regardless of what specific career path you choose. These skills are:

- The ability to work with others.
- The ability to write and speak well.
- The ability to solve problems.
- The ability to analyze information.

Because computers have revolutionized the office, for example, information analysis skills are becoming much more important to managers in all types of organizations. The increasing complexity of work demands greater critical thinking and

problem-solving skills. Knowledge is of limited use if you can't convey what you know to others.

The study of sociology helps students develop these general skills, so it is a solid base for many career paths. For sociology majors, the following list of possibilities is only the beginning—many other paths are open to you.

- Social services—in rehabilitation, case management, group work with youth or the elderly, recreation, or administration.
- Community work—in fundraising for social service organizations, nonprofits, child-care or community development agencies, or environmental groups.
- Corrections—in probation, parole, or other criminal justice work.
- Business—in advertising, marketing and consumer research, insurance, real estate, personnel work, training, or sales.
- College settings—in admissions, alumni relations, or placement offices.

- Health services—in family planning, substance abuse, rehabilitation counseling, health planning, hospital admissions, and insurance companies.
- Publishing, journalism, and public relations—in writing, research, and editing.
- Government services—in federal, state, and local government jobs in such areas as transportation, housing, agriculture, and labor.
- Teaching—in elementary and secondary schools, in conjunction with appropriate teacher certification; also in universities, with research opportunities.

**Think About It**

1. Which of the career paths listed is most interesting to you? What is it about this area that you find interesting?
2. Evaluate your current strengths and weaknesses in the four primary skill areas.

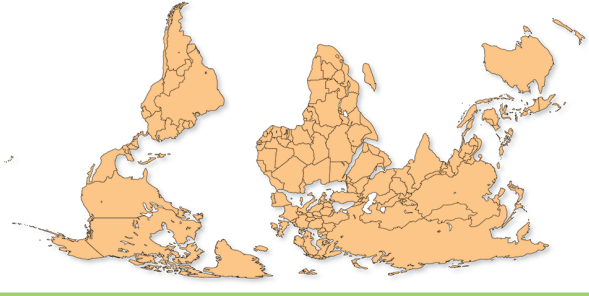
Source: Adapted from *Careers in Sociology*, American Sociological Association, 2013.

**think globally** — displays a worldwide comparison of a particular social phenomenon

4 PART ONE: SOCIOLOGICAL PERSPECTIVES

**THINK GLOBALLY 1.1**

**A World Turned Upside Down**



Without turning this map upside down, locate the United States. Do you find it more difficult than usual? Do you find this view of the world disorienting? Because you are so used to the conventional representation of the Earth, you may reject this worldview. So it is with any perspective.

In this book, you will be asked to abandon the typical American psychological perspective in favor of the sociological perspective.

1. How would you feel if this map were universally substituted for the one you know? Describe your feelings, and explain why you feel this way.

2. What does your reaction to this map tell you about the power of the perspective you bring to a situation?

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**CHECK YOURSELF 1.1**

**The Sociological Perspective**

- Sociology is the scientific study of \_\_\_\_\_.
- \_\_\_\_\_ explanations of group behavior are inadequate because human activities are influenced by social forces that individuals have not created and cannot control.
- Microsociology focuses on relationships between social structures without reference to the interaction of the people involved. T or F?

Answers: 1. social structure; 2. Individualistic; 3. F

gangs are a part. A macrosociologist might look for the aspects of a society or social structure that produce the poverty promoting delinquency in the first place—such as lack of education and joblessness.

**Uses of the Sociological Perspective**

**Why study sociology?** Each of the following three personal benefits of sociology involves critical thinking and analysis of social issues. First, the sociological perspective enables you to develop the *sociological imagination*. Second, sociological theory and research can be applied to important public issues. Third, the study of sociology can sharpen skills useful in many occupations.

**Sociological Imagination**

families—to the child, to the family, and to society. The sociological imagination enables us to understand the effects of such social forces on our lives. With this understanding, we are in a stronger position to make autonomous decisions rather than merely conform (Game and Metcalfe 1996; Peck and Hollingsworth 1996; K. T. Erikson 1997; Berger and Zijderveld 2009). This broadened social awareness permits us to read the newspaper with a more complete understanding of the implications of social events. Instead of interpreting an editorial opposing welfare as merely a selfish expression, we might see the letter as a reflection of the importance Americans place on independence and self-help (A. M. Lee 1990; Straus 2002). The sociological imagination, then, opens our minds and expands our horizons. It enables us to question conventional wisdom and free (intellectually liberate) ourselves from unwanted social pressures to conform (Berger and Luckmann, 1967).

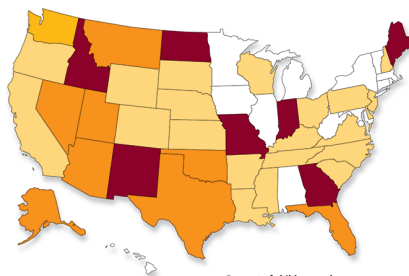
**check yourself** — questions appearing at the end of each major chapter section

**sociology eyes america** — permits a state and regional comparison of some aspect of American culture

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**SOCIOLOGY EYES AMERICA 1.1**

**Children Without Health Insurance**



Americans tend to believe that all children have the right to receive good medical care. Research has shown, however, that American children do not have equal access to medical care. One reason for this is lack of health insurance. This map shows, by state, the percentage of children under age eighteen who do not have health insurance.

**Interpret the Map**

- Which states have the fewest uninsured children? Which state has the most?
- How does your state rate on health insurance coverage for children?
- How might using your sociological imagination help you to explain why children in the United States have unequal access to medical care?

Source: U.S. Census Bureau, *ProQuest Statistical Abstract of the United States*, 2017, Table 165.

Percent of children under 18 who are uninsured

- 1.5 – 3.8
- 4.4 – 5.9
- 6.3 – 7.8
- 8.2 – 11.4

On to Chapter 2

This chapter focused on the sociological perspective, with considerable emphasis on sociological theory. Any

science requires the empirical testing of its theories. The next chapter, "Social Research," focuses on that topic.

INTEGRATED GOALS AND SUMMARY

1. Illustrate the unique sociological perspective from both the micro and macro levels of analysis.
  - Sociology is the scientific study of social structure. It maintains a group rather than an individual focus. It emphasizes the patterned and recurrent social relationships between group members and uses social factors to explain human social behavior. Macro-sociology and microsociology are levels of analysis crucial to understanding the sociological perspective.
2. Describe three uses of the sociological perspective.
  - Sociology benefits both the individual and the public. First, through the sociological imagination, individuals can better understand the relationship between what is happening in their personal lives and the social events occurring in their society. The sociological imagination promotes the questioning of conventional, and often misleading, ways of thinking, and it provides a vision of social life that extends far beyond the often narrow confines of one's limited personal experience. Second, sociological research contributes to public policies and programs. Third, sociology enhances the development of professional skills.

only if people do not interfere with natural processes. Karl Marx argued that history unfolds according to the outcome of conflict between social classes. In capitalist societies, the conflict is between the bourgeoisie and the ruled proletariat.

• Emile Durkheim shared with the earlier pioneers a concern for social order. Two of his major contributions were the nonpsychological explanation of social life and the introduction of statistical techniques in social research. One of Max Weber's major contributions was also methodological. His method of *verstehen* assumed an understanding of human social behavior based on mentally putting oneself in the place of others. He also explored the process of rationalization as it existed in the transition from traditional to modern societies.

REVIEW GUIDE

integrated goals and summary — begins each end-of-chapter review guide

**concept review** — review of approximately 50 percent of the concepts introduced in each chapter

**check yourself review** consists of sample questions taken directly from check yourself questions

REVIEW GUIDE

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7. Differentiate two emerging theoretical perspectives.
  - Feminist theory, a form of conflict theory, can be divided into three frameworks—liberal feminism, radical feminism, and socialist feminism. Although there are important differences among these theoretical frameworks, they each link the lives of women

and men to the structure of gender relationships within society.

- Postmodernism rejects the idea that humans are independent entities, that reason is a reliable way of thinking, and that objective truth can be ascertained.

CONCEPT REVIEW

- |                              |                         |                                |
|------------------------------|-------------------------|--------------------------------|
| ___ a. economic determinism  | ___ g. macrosociology   | ___ m. presentation of self    |
| ___ b. mechanical solidarity | ___ h. sociology        | ___ n. social dynamics         |
| ___ c. positivism            | ___ i. <i>verstehen</i> | ___ o. theoretical perspective |
| ___ d. dynamic equilibrium   | ___ j. symbol           | ___ p. postmodernism           |
| ___ e. social structure      | ___ k. latent function  | ___ q. radical feminism        |
| ___ f. bourgeoisie           | ___ l. conflict theory  |                                |

1. a set of assumptions accepted as true by its advocates
2. the theoretical perspective that emphasizes conflict, competition, change, and constraint within a society
3. an unintended and unrecognized consequence of some element of a society
4. the ways people attempt to create a favorable evaluation of themselves in the minds of others
5. the study of social change
6. the method of understanding the behavior of others by putting oneself mentally in another's place
7. patterned, recurring social relationships
8. the scientific study of social structure
9. the use of observation, experimentation, and other methods of the physical sciences in the study of social life
10. something that stands for or represents something else
11. the idea that the nature of a society is based on the society's economy
12. social unity based on a consensus of values and norms, strong social pressure for conformity, and dependence on tradition and family
13. the assumption by functionalists that a society both changes and maintains most of its original structure over time
14. members of industrial society who own the means for producing wealth
15. the level of analysis that focuses on relationships between social structures without reference to the interaction of the people involved
16. the theoretical perspective that denies the existence of objective truth
17. the feminist social theory that traces the oppression of women to the fact that societies are dominated by men

CHECK YOURSELF REVIEW

1. Microsociology focuses on the relationships between social structures without reference to the interaction of the people involved. T or F?
2. W. E. B. Du Bois focused only on the American race question. T or F?
3. \_\_\_ explanations of group behavior are inadequate. \_\_\_ human activities are influenced by social forces. \_\_\_ individuals have not created and cannot control their own destinies. \_\_\_ the United States is a meritocracy.
- \_\_\_ d. political science
- \_\_\_ e. economics
- \_\_\_ f. psychology
- (1) distribution of income and the family
- (2) effects of slavery on family stability
- (3) relationship between voting and the family
- \_\_\_ effects of early marriage on divorce
- \_\_\_ between early childhood emotional support and school retardation
- \_\_\_ of the nuclear family

REVIEW GUIDE

graphic review — tests understanding of a particular table or figure in the chapter

critical-thinking questions — broad questions providing practice for essay tests (an answer key to both closes each review guide)

- \_\_\_ e. Social life should be understood from the viewpoint of the individuals involved.
  - \_\_\_ f. Social change is constantly occurring.
9. Match the three feminist theoretical frameworks with the words or phrases.
    - \_\_\_ a. liberal feminism
    - \_\_\_ b. radical feminism
    - \_\_\_ c. socialist feminism
 (1) Patriarchy  
 (2) capitalism and patriarchy  
 (3) equality of opportunity
  10. Which of the following is not one of the uses of the sociological imagination?
    - a. seeing the interplay of self and society
    - b. capacity for creating new aspects of culture not thought of by others

- CHAPTER 1: THE SOCIOLOGICAL PERSPECTIVE
11. Which of the following sociologists of social change leads to progress, providing that people do not interfere?
    - a. Durkheim
    - b. Weber
    - c. Martineau
    - d. Spencer
    - e. Marx
    - f. Du Bois
  12. Which of the following is not a characteristic of social structure?
    - a. ability to question aspects of social structure
    - b. take for granted
    - c. capability of understanding the social structure that shapes daily life

GRAPHIC REVIEW

Table 1.3 contains data on average income (after taxes) in America—by income category. Answering the following questions will test your understanding of this table.

1. What is the most important generalization you can make from the data?
2. How would conflict theorists interpret the data?
3. Would functionalists agree with the interpretation of conflict theorists? Why or why not?

CRITICAL-THINKING QUESTIONS

1. Think of a recent time you conformed. Were you responding to group pressure? Explain.
4. Think of an aspect of human social behavior (e.g., college sports or fraternities and sororities) that you would like to know more about. Which of the three theoretical perspectives would you use? Explain your choice.

## support materials

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### Supplements for the Instructor

- *Instructor's Resource Manual* (IRM) includes:
  - brief chapter outline
  - learning objectives
  - detailed chapter outline
  - class activities
  - teaching suggestions
  - video suggestions
  - Internet exercises
  - Internet resources
  - key terms
  - further readings
- American Sociological Association (ASA) recommendations are noted for each chapter to help instructors streamline their teaching methods with the ASA.
- *Test Bank* files (to accompany the *Instructor's Resource Manual*) include:
  - multiple choice questions
  - true/false questions
  - short answer questions
  - essay questions
- *PowerPoint* files: each set covers the main points outlined at the beginning of the chapter, and includes reproductions of many of the figures and tables found in the text.

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Noel Capon, R.C. Kopf Professor of International Marketing, Columbia Business School, founded Wessex Press, Inc. in 2007. Wessex is a small publisher with global reach focusing predominantly on marketing, management, and other higher-education textbooks. Wessex's goal is to provide top-quality learning materials at affordable prices. Publishing under the Wessex Press and AxxcessCapon brands, Wessex Press, Inc. offers titles in multiple print and digital formats. Wessex also offers video books.



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