

Sociology and Social Change

Sociologists Study Four Aspects of Change

- * 1) Direction of Change – positive or negative?
- * 2) Rate of Change – slow, moderate, or fast? What factors are affecting rate?



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Sociologists Study Four Aspects of Change

- * 3) Sources – what factors are behind change? Exogenous (from another society) or Endogenous (from within the society)



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Sociologists Study Four Aspects of Change

- * **4) Controllability** – look at the degree to which social change can be controlled or engineered (e.g. eliminating racism and discrimination)



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Social Groups

- * **Social Group:** Two or more people who identify and interact with one another



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Social Groups

- * **Primary Group:** Small social group whose members share personal and lasting relationships
 - * Charles Cooley states that primary groups have a large influence on socialization
 - * Have personal orientation



Social Groups

- * **Secondary Group:** large impersonal social groups whose members pursue a specific goal or activity
- * **Have goal orientation**



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	Primary Group	Secondary Group
Quality of Relationships	Personal Orientation	Goal Orientation
Duration of Relationships	Long term	Short Term
Breadth of Relationships	Broad, involves many activities	Narrow
Perception of Relationships	As the ends themselves	As a means to an end
Examples	Families, circle of friends	Co-workers

Group Leadership

- * **Instrumental Leadership: Group leadership that focuses on the completion of tasks**
- * **Look to this leader to get things done**
- * **Have formal secondary relationships and give orders, enjoy respect**



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Group Leadership

- * **Expressive Leadership:** Group leadership that focuses on the group's well being
- * Look to this leader to raise moral and minimize tension
- * Have personal primary ties, enjoy affection



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Homework

- * Think of your own social networks
 - * Identify both primary and secondary groups.
 - * Within those groups identify and expressive leader and an instrumental leader.
 - * List as many groups as you can think of that exist at Crossley

Sociology and Conformity

- * Sociologists have highlighted to importance of group membership**
- * Sometimes the need to belong can have negative impacts on decision making.**

Conformity

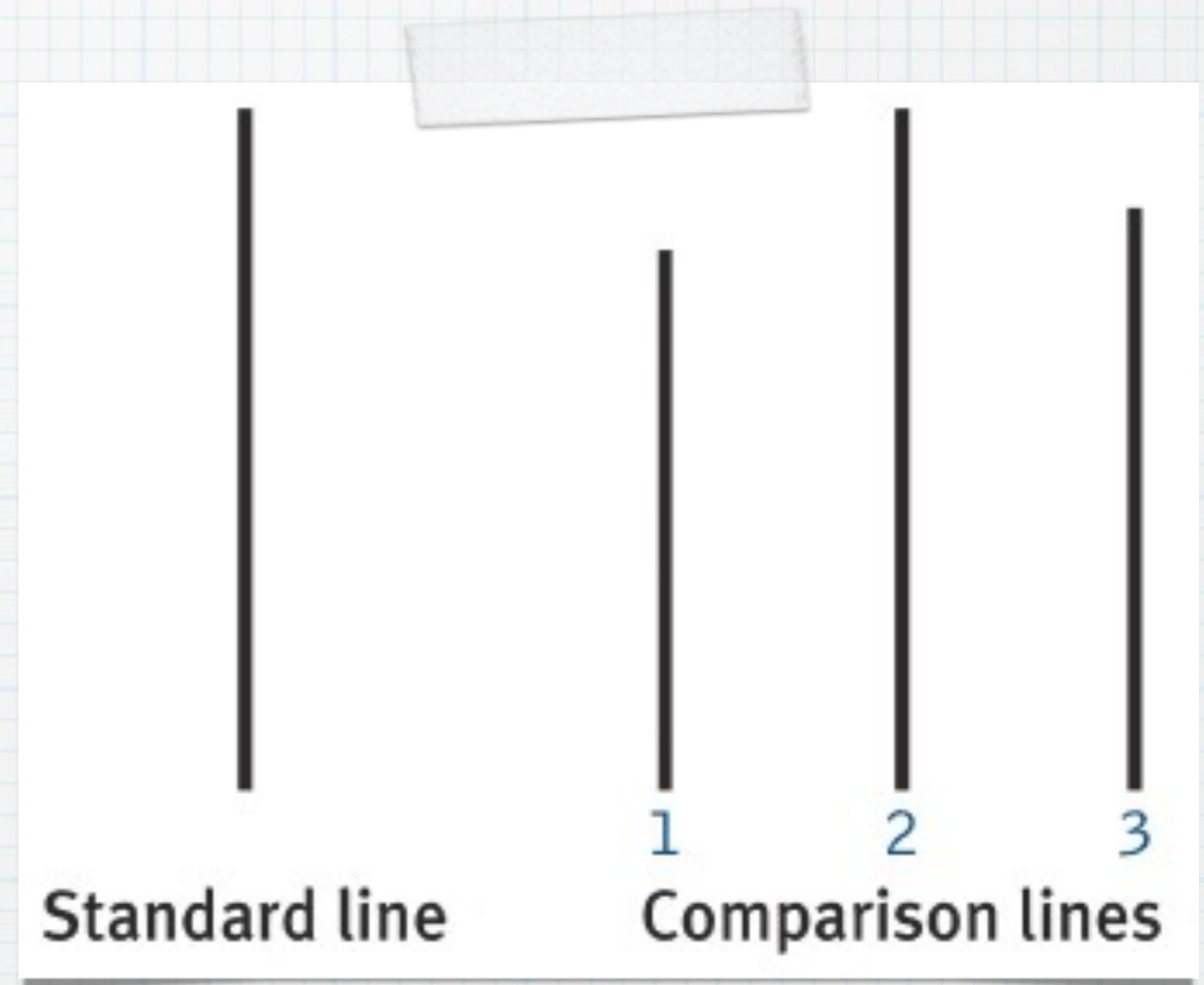
- * **Conformity:** act of matching attitudes, beliefs, and behaviors to what is considered normal by society.



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Case Study: Asch's Conformity Experiment

- * Solomon Asch:
- * Group of students were brought in for a 'vision test'
- * 75% of participants conformed with the group at least once, consciously choosing the wrong answer



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Social Comparison Theory

- * Leon Festinger developed the Social Comparison Theory
- * States that individuals compare themselves to others, unable to judge their status on their own



Social Comparison Theory

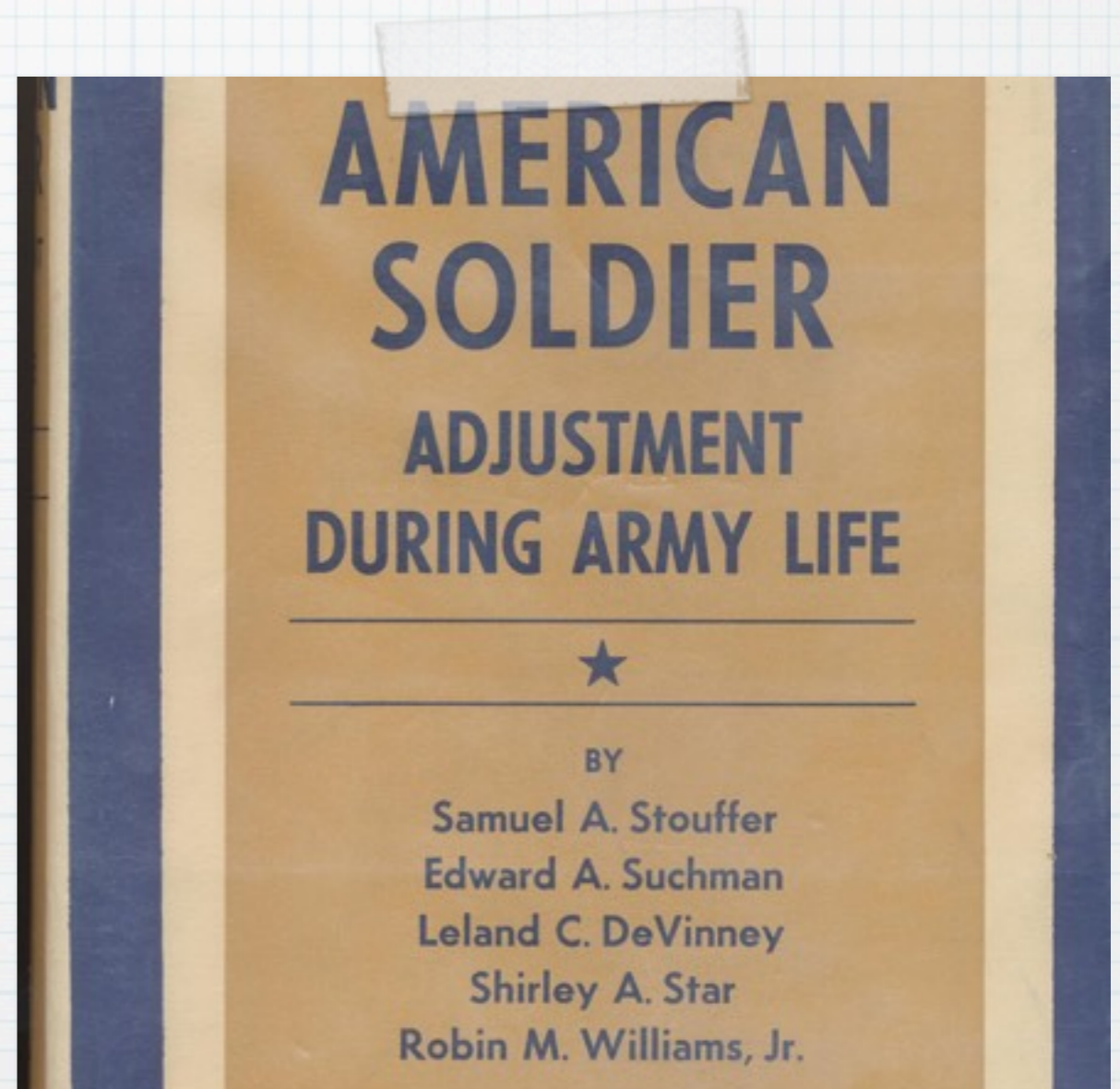
- * There are two types of social comparisons:
 - * upward comparison: individual compares themselves to someone who is better off
 - * downward comparison: individual compare themselves to someone who is worse off



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Case Study: The American Soldier

- * Samuel Stouffer
- * Found that soldiers serving in high promotion outfits were less positive about their own chances and vice versa.
- * Suggested that we do not make judgements about ourselves in isolation.



Social Comparison Theory

- * Applying social comparison theory
- * Can explain why many North American families live beyond their means
- * competitive emulation: keeping pace with others in material goods and lifestyle



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Group Dynamics

- * According to Maslow's hierarchy of needs, love and belonging is a basic need of humans

Case Study: Robber's Cave Experiment

- * **Muzafer Sherif:**
- * 22 young boys were brought to a summer camp.
- * Formed two groups a facilitated team building within groups and competition between groups.

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RATTLERS AND EAGLES: INTERGROUP RELATIONS

(STAGE 2)



One of the Eagle banners during the tournament.

Group Dynamics

- * Sherif's study showed how groups may form
- * in-group: individuals will create a social hierarchy with roles when they share a common goal

Group Dynamics

- * Sherif's study showed how groups may form
- * **Out-group:** if two distinct groups are brought together through competition, hostile attitudes will form between in and out group members

Groupthink

- * **Groupthink:** tendency of the group members to conform, resulting in a narrow view of some issue
- * Irving Janis uses this to explain political decisions, used to explain Trump's election as president