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?
Sociologists Study Four Aspects of Change

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

Social Group: Two or more people who identity and interact with one another
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

Write this Tuesday, March 20, 18
Social Groups

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

* Have goal orientation
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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
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
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 the importance of group membership. Sometimes the need to belong can have negative impacts on decision making.
Conformity: act of matching attitudes, beliefs, and behaviors to what is considered normal by society.
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
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 compares themselves to someone who is worse off
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
Group Dynamics

* According to Maslow's hierarchy of needs, love and belonging is a basic need of humans
Case Study: Robber’s Cave Experiment

* Muzafier Sherif:

* 22 young boys were brought to a summer camp.

* Formed two groups a facilitated team building within groups and competition between groups.
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