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• MOTIVATE
SOLUTIONS MATTER:

1. THE PROMISE OF SOCIOLOGY
2. THE STORY OF SOCIOLOGY
THE PROMISE OF SOCIOLOGY

• The promise of sociology that we can change lives and change the world makes sense only in the context of the following two major/umbrella sociological concepts:

• 1. SOCIOLOGICAL IMAGINATION:
  • The quality of mind or an ability to do “social analysis that links together the individual with the broader social forces and structures” (Rebecca Rogers, 2003, p. 33).
  • Watch this video and critique its conclusions:
    https://www.youtube.com/watch?v=BlNK6r1Wy78

• 2. SOCIAL CONSTRUCTION OF REALITY:
  • The power of people to use their individual Human Agency to do social action to create and reproduce their lifeworlds.
  • Watch this video and critique its conclusions:
    https://www.youtube.com/watch?v=SqFhd-Igs6w
THE SOCIOLOGY STORY:
The Socio-historical Contexts of the Discipline

• 1. The Scientific Revolution of the 1550s showed that the science of society is possible (the seed of Sociology was sowed).

• 2. The Democratic Revolution of the 1750s showed that people could intervene in social processes to provide solutions to social problems and improve society (the seeds of the concepts of sociological imagination and social construction of reality were sowed).

• 3. The Industrial Revolution of the 1780s presented social thinkers with a host of pressing social problems crying out for solutions (the seed of Applied Sociology such as social work, criminology, gerontology, communications, social psychology, development studies were sowed).

• References: Brym 2010, also see chapter 1 of your textbook
THE SOCIOLOGY STORY:  
*The Founding Fathers*

The term sociology was first coined in 1780 by the French essayist Emmanuel-Joseph Sieyès (1748–1836) in an unpublished manuscript (Fauré et al. 1999). In 1838, the term was reinvented by Auguste Comte (1798–1857).

• Emile Durkheim (1857-1917) worked hard to establish Sociology’s independence from Biology and Psychology, arguing that social behavior could not be explained by the central tenets of these latter fields” (Feagan and Vera, 2008. p. 249).

• The fact is, biological processes and personality traits are real and do influence behaviour—providing that external [social] factors permit such influence to occur (Baron, Erahard & Ozier 1998: 489).
THE SOCIOLOGY STORY:
Solving Social Problems

• Sociology has constructed applied or clinical sociology programs such as Criminal Justice, Social Work, Gerontology, Social Psychology, Communications, and Development Studies
  • To solve social problems and to improve people and the human condition.
• Since it was first founded, many people interested in sociology have been driven by the scholarly desire to contribute knowledge to this field (Theoretical Sociology), while others have seen it as a way not only to study society, but also to improve it (Applied Sociology). Besides the creation of public health care in Canada, sociology has played a crucial role in many important social reforms such as equal opportunity for women in the workplace, improved treatment for individuals with mental and learning disabilities, increased recognition and accommodation for people from different ethnic backgrounds, the creation of hate crime legislation, the right of aboriginal populations to preserve their land and culture, and prison system reforms (http://opentextbc.ca/introductiontosociology/chapter/chapter1-an-introduction-to-sociology/)
THE SOCIOLOGY STORY: Producing Knowledge and Solving Social problems

- **Bernard Blishen** worked in the field of medical sociology and also created a widely used index to measure socioeconomic status known as the Blishen scale. He received the Order of Canada in 2011 in recognition of his contributions to the creation of public health care in Canada.

- "As one of the leading sociologists of his time, Bernard Blishen was instrumental in advancing sociology as an academic discipline in Canada. Professor emeritus at York University, he taught at several universities and was responsible for the development of a socioeconomic index, now widely known as the “Blishen Scale.” Among his many achievements, he was research director for the Royal Commission on Health Services that, in 1964, provided a plan for the national medicare program. He later played a key role in the development of the sociology of medicine." (http://www.csa-scs.ca/index.php?p=news.ViewStory&story=17)
THE SOCIOLOGY STORY: Revealing Discrimination

• In 2010 the CBC program *The Current* aired a [Sociological] report about several young aboriginal men who were serving time in prison in Saskatchewan for gang-related activities (CBC 2010). They all expressed desires to be able to deal with their drug addiction issues, return to their families, and assume their responsibilities when their sentences were complete. They wanted to have their own places with nice things in them. However, according to the CBC report, 80 percent of the prison population in the Saskatchewan Correctional Centre were aboriginal and 20 percent of those were gang members. This is consistent with national statistics on aboriginal incarceration which showed that in 2010–2011, the aboriginal incarceration rate was 10 times higher than for the non-aboriginal population. While aboriginal people account for about 4 percent of the Canadian population, in 2013 they made up 23.2 percent of the federal penitentiary population. In 2001 they made up only 17 percent of the penitentiary population. Aboriginal overrepresentation in prisons has continued to grow substantially (Office of the Correctional Investigator 2013). The outcomes of aboriginal incarceration are also bleak

(https://opentextbc.ca/introductiontosociology/chapter/chapter1-an-introduction-tosociology/)
The consumption of food is a commonplace, daily occurrence, yet it can also be associated with important moments in our lives. Eating can be an individual or a group action, and eating habits and customs are influenced by our cultures. In the context of society, our nation’s food system is at the core of numerous social movements, political issues, and economic debates. Any of these factors might become a topic of sociological study.

A sociologist viewing food consumption through a symbolic interactionist lens would be more interested in micro-level topics, such as the symbolic use of food in religious rituals, or the role it plays in the social interaction of a family dinner. This perspective might also study the interactions among group members who identify themselves based on their sharing a particular diet, such as vegetarians (people who don’t eat meat) or locavores (people who strive to eat locally produced food). The increasing concern that people have with their diets speaks to the way that the life of the biological body is as much a symbolic reality, interpreted within contemporary discourses on health risks and beauty, as it is a biological reality.

(http://opentextbc.ca/introductiontosociology/chapter/chapter1-an-introduction-to-sociology/)
THE SOCIOLOGY STORY:
*Developing Social Policies*

- Sociologists study many real-world topics. Their research often influences social policies and political issues. Results from sociological studies on this topic might play a role in developing federal policies like the Employment Insurance maternity and parental benefits program, or they might bolster the efforts of an advocacy group striving to reduce social stigmas placed on stay-at-home dads, or they might help governments determine how to best allocate funding for education. Many European countries like Sweden have substantial family support policies, such as a full year of parental leave at 80 percent of wages when a child is born and heavily subsidized, high-quality daycare and preschool programs. In Canada, a national subsidized daycare program existed briefly in 2005 but was scrapped in 2006 by the Conservative government and replaced with a $100-a-month direct payment to parents for each child. Sociologists might be interested in studying whether the benefits of the Swedish system—in terms of children’s well-being, lower family poverty, and gender equality—outweigh the drawbacks of higher Swedish tax rates

([http://opentextbc.ca/introductiontosociology/chapter/chapter1-an-introduction-to-sociology/](http://opentextbc.ca/introductiontosociology/chapter/chapter1-an-introduction-to-sociology/))
THE SOCIOLOGY STORY:

*Understanding the Emerging Global Culture*

- **Sociologists around the world are looking closely for signs of what would be an unprecedented event: the emergence of a global culture.** In the past, empires such as those that existed in China, Europe, Africa, and Central and South America linked people from many different countries, but those people rarely became part of a common culture. They lived too far from each other, spoke different languages, practised different religions, and traded few goods. Today, increases in communication, travel, and trade have made the world a much smaller place. More and more people are able to communicate with each other instantly—wherever they are located—by telephone, video, and text. They share movies, television shows, music, games, and information over the internet. Students can study with teachers and pupils from the other side of the globe. Governments find it harder to hide conditions inside their countries from the rest of the world.

- **Sociologists are researching many different aspects of this potential global culture.** Some are exploring the dynamics involved in the social interactions of global online communities, such as when members feel a closer kinship to other group members than to people residing in their own country. Other sociologists are studying the impact this growing international culture has on smaller, less-powerful local cultures. Yet other researchers are exploring how international markets and the outsourcing of labour impact social inequalities. Sociology can play a key role in people’s ability to understand the nature of this emerging global culture and how to respond to it.

(https://opentextbc.ca/introductiontosociology/chapter/chapter1-an-introduction-to-sociology/)
The Main Theme, Central Question, the Main Thesis and the Main Argument of Sociology
The Main Theme, Central Question and Main Thesis of Sociology

MAIN THEME:
Sociology Matters

CENTRAL QUESTION:
Why does sociology matter?

MAIN THESIS:
Sociology matters because it uses science to
discover the power of social forces to show that
social interaction/relationships matter, and they are
not driven by genetic codes and/or brain chemistry.
The science of society is harnessed to change lives
and transform communities and societies
The Main Argument (Amplified Thesis) of Sociology

- Sociology uses **Science** to produce data or factual information (empirical evidence), concepts and theories to critique conventional wisdom on human social behavior, human condition and destiny. The main objective is to reveal the unseen causes (social forces) driving social regularities or patterns of social interaction/relationships in human society, and use the knowledge to reconstruct society to make it user-friendly for all.

- **Social regularities or patterns** of interaction/relationships are powered by macro and micro social forces. These social forces operate in the forms of culture, political economy, social groups and organizations, social institutions and human agency.
The Main Argument (Amplified Thesis) of Sociology

- The **sociological perspective** argues that there are **unseen forces** that guide human behavior, human condition and human destiny. These unseen forces are more of **macro and micro social processes** than the human brain, genes, and the supernatural.

- The **concept of Sociological Imagination** is the focus of **MACROSOCIOLOGY**.

- The **concept of Social Construction of Reality** is the focus of **MICROSOCIOLOGY**
EXPLORE

- To develop awareness and understanding of concepts and/or theories/paradigms
MAJOR CONCEPTS BASED ON THE ARGUMENT

“Concepts or ideas are not as important as the relationships that went into forming them” (Wilson, 2008, p. 74)

• Science
• Society or the Social World
• Social Structure
• Social Forces
• Social Regularity
• Social Script
• Social Relationships
• Macrosociology
• Microsociology
• Sociological Imagination
• Social Construction of Reality
• Social Structure
• Sociological Perspective
Sociology is SCIENCE because it has all the four pillars of Science:

1. The Scientific Method
2. Deductive and Inductive Logical Reasoning
3. Data or Empirical Evidence
4. Theory
SCIENCE

• Positivist Sociology is the study of society based on scientific observation that produces DATA or empirical evidence (information we can verify with our senses) about social behaviour. Science is a logical system that develops knowledge from direct, systematic observation (Macionis, 2020, p. 24)
Society or the Social World, made up of social forces, is the “largest collection of social relationships in which people live their lives.”
SOCIAL STRUCTURE

• A series of enduring, predictable patterns of social relationships composed of various positions/statuses that people occupy [in a group, organization, institution and/or society]. Occupying those positions shapes how we think and act and what resources we have access to. Social structures resist the efforts of individuals to bring about social change, they also produce social change (Witt and Hermiston, 2010, p. 91; Tepperman. 2015, p. 537)
SOCIAL FORCES

• Unseen social regularities and social scripts embedded in the social world or social structure, specifically culture, political economy, social groups/closures, social institutions, and human agency.

• Social forces are the sources of social integration and regulation that explain suicide, dressing, unequal opportunities, depression, etc. used in the next four slides to illustrate the power of social forces.
Illustration #1: SUICIDE

- Durkheim’s Theory of Suicide (See Figure 1.2 on p. 16 of Textbook)
Illustration #2: DRESSING IN EVERYDAY LIFE

- GETTING DRESSED: Conformity and Imitation in Clothing and Everyday Life

By Carrie Yodanis

*Getting Dressed* teaches sociology through the everyday decision of what to wear. It is about the rules that shape how we dress and how and why we conform. It is about how and why we imitate others. We may think about clothing as our personal style and identity. But our personal style is not so personal; it is social, shaped and limited by countless social influences. We use clothes to rank and treat each other as better and worse. Yet we need each other to become who we are when getting dressed. This book is about what we wear, why we wear it, and why it matters.
Even as the *Titanic* was sinking, the behaviour and destiny of crew and passengers was very much influenced by social forces.

http://www.youtube.com/watch?v=5609Lrpy8VQ
Campus crisis: the broken generation
Why so many of our best and brightest students report feeling hopeless, depressed, even suicidal
Kate Lunau
September 5, 2012
SOCIAL REGULARITY

• Social regularities are the rhythms or patterns or order and consistency in our society, personal lives, and our connections with people and ecosystems. These rhythms/patterns/order and consistency are driven by the unseen social forces that construct the dynamics of SOCIAL SCRIPTS embedded in the social structure and interaction.
 SOCIAL SCRIPT  

• Social scripts are culturally constructed, socially enforced practices that members of a group, organization, institution, and society are expected to follow when interacting in social situations. Social scripts constrain the ways people relate to one another, act, and live in society (tepperman, 2015, p. 105).
• Social interaction is the process by which people act and react in relationships with others. Social Relationships are recurrent and predictable interactions of people in a society (Tepperman and Curtis, 2004, p. 665).
MACROSOCIOLGY AND MICROSOCIOLGY

• MACROSOCIOLGY emphasizes the power of LARGE and POWERFUL SOCIAL FORCES such as history, culture, social institutions, political economy, and/or social closures create social scripts or designs for our lives.

• MICROSOCIOLGY that emphasizes the power of SMALL SOCIAL FORCES such as Human Agency that provides us with the power to choose to re-write social scripts or redesign our lives within the constraints of the social world—history, culture and the social structure.
Sociological Imagination, according to Charles Wright Mills (1959), is the quality of mind that could see connections between personal troubles and macro social forces.

[https://www.youtube.com/watch?v=BlNK6r1Wy78]
SOCIOLOGICAL IMAGINATION

• The concept of Sociological Imagination argues that the main predictors of human behavior/condition/destiny are macro social forces such as culture, political economy, social closures, and patriarchy.

• Like all other people, particular social and historical contexts influence who you are and what you can become.
Social Construction of Reality, according to Peter Berger and Thomas Luckmann (1966), is a process by which people creatively shape reality through social interaction. It is about the use of Human Agency or individual abilities to subjectively define social interaction situation to change lives and create/transform social structures and cultures.
SOCIAL CONSTRUCTION OF REALITY

The concept of Social Construction of Reality argues that the main predictors of human behavior/condition/destiny are micro social forces such as Human Agency.

- Ability and capability of individuals and groups to create and act within the contexts of culture, community, political economy, and/or society.
- Within social and historical contexts you develop the ability to use your Human Agency to shape your life and society.

HUMAN AGENCY:

- It is the ability of humans to ascribe meaning to objects and events, to define the situation based on those meanings, and then act. Endowed with agency the oppressed can oppose social structures and cultures that affect their lives. They can and have taken to the streets and won policy for themselves. Examples: improvements in wages, benefits, overtime pay, medicare, employment insurance, maternity leave, etc. (Gil Richard Musolf, 2003, p.8)
FUSION OF SOCIOLOGICAL IMAGINATION AND SOCIAL CONSTRUCTION OF REALITY

• FUSION of social construction of reality and sociological imagination refers to the fact that we make culture, history and policy though not under conditions of our own choosing. Human beings are producers as well as produced, shapers as well as shaped, influencing as well as influenced (ibid.).

• Fusion Sociology argues that the main predictor of human behavior/condition/destiny is the intersection of macro social forces and micro social forces
  • Fusion is represented by the theory of Structuration and the methodology of Triangulation (These two concepts will be explained in Week 2 and Week 3)
THE SOCIOLOGICAL PERSPECTIVE
THE SOCIOLOGICAL PIONEERS AND THE SOCIOLOGICAL PERSPECTIVE

Auguste Comte  Emile Durkheim  Karl Marx  Max Weber

C. Wright Mills  Peter Berger

Social forces are a significant factor that shapes our lives as individuals and groups through social relationships.
THE SOCIOLOGICAL PERSPECTIVE:
The Significance of Social Forces: “You are not the main character of a very special story”; “you are not special”; “Your personal trouble or personal style is not so personal”

Like all other people, particular social and historical contexts influence who you are and what you can become. Within social and historical contexts you may develop the ability to use your Human Agency to edit the social script of your life and that of society.
THE SOCIOLOGICAL PERSPECTIVE

• Our personal troubles, problems, challenges, achievements and images/identities, dreams, etc., have social origins and character.

• In other words, macro (large) and micro (small) social forces constructed by human interaction and relationships produce patterns that create and perpetuate individual/personal circumstances/biographies.
THE SOCIOLOGICAL PERSPECTIVE AND QUALITY OF MIND

• **Quality of Mind** we develop through sociology enables us to:

  1. See personal circumstances as the result of social forces; “see ourselves not just as isolated individuals but as beings moulded by the wider social structures in a particular time and space” (C. Wright Mills; Gordon Bailey and Noga Gayle).

  2. See the General in the Particular (Peter Berger).

  3. See the Strange in the Familiar (Peter Berger).
THE SOCIOLOGICAL PERSPECTIVE

• Peoples’ behavior, actions, interactions, experiences, conditions and destinies are “EPI-GENETIC”

• Peoples’ biological make-up, including mental processes and genes, do not adequately explain or determine their behavior, actions, interaction, experiences, and condition.

• Social factors are a significant explanation or predictor of peoples’ behavior, actions, interaction, experiences, and conditions.
AN ILLUSTRATION OF THE SOCIOLOGICAL PERSPECTIVE

- Durkheim’s Theory of Suicide (See Figure 1.2 on p. 16 of Textbook)
THE SOCIOLOGICAL PERSPECTIVE

- Sociology studies social relationships scientifically. Out of this scientific study, sociology emphasizes that:
  - 1. The Power of Social Relationships is the main factor or variable that explains human social behavior and the human condition.
  - 2. Different paradigms of sociology highlight different broad dimensions of social relationships; and Sociological Theories focus on specific dimensions of social relationships.
  - 3. Macrosociology focuses on the Power of large Social Forces over social relationships.
  - 5. Functionalist Paradigm focuses on the Power of the Social Structure, particularly Culture, on social relationships.
  - 6. Social Conflict Paradigm focuses on the Power of structural inequality, particularly Political Economy and Social Closures, on social relationships.
  - 7. Interactionist Paradigm focuses on the Power of the Human Agency in providing people the Power of Choice in their everyday interaction in social relationships.
  - 8. Feminist Paradigm focuses on the Power of structural inequality, particularly Patriarchy, on social relationships.
  - 9. The Postmodern Paradigm de-con structs or un masks the ideologies that protect the dominant social order, that is, “universalism”, “cohesion”, and “normality”.
MAIN CLAIM OF SOCIOLOGY: THE SOCIAL MATTERS: **DNA IS NOT DESTINY**

Human beings are not driven by genetic codes and/or Brain chemistry
MAIN CLAIM OF SOCIOLOGY: THE SOCIAL MATTERS

- THE SOCIAL IS DESTINY; THE PERSONAL IS SOCIETAL

People act, think, feel, look, dream, live, love, mate, marry, suffer, die, etc., the way they do because they are human agents who belong to particular cultures, political economies, social institutions, and groups/organizations in a particular society at a particular point in time.
CREATE

• Be a Changemaker
USE THE SCENARIO BELOW TO CREATE A SIMPLE PROGRAM TO HELP TEENAGERS SUCCESSFULLY RESIST SOCIAL PRESSURES ON SOCIAL MEDIA

• Sociologists speak of the social construction of reality. From this concept you might conclude that it is possible to construct private reality. In a very limited sense, this is a possibility. The possibility is very limited because almost nobody invent their own concepts. Most abstract terms used by our imagination come from shared (social) culture. Alternatively, it is possible to link concrete experience with abstract terms in idiosyncratic ways, and in doing so, create a unique reality. But such unique realities are very difficult to sustain. How often could you request the salt shaker by asking your family to “Please pass the Zebra” before you succumb to social pressure? How about if you expressed your affection to someone you love by saying, “I banana split you”? The point is that stable realities are supported through shared agreements [in culture] of how concrete experiences should be labelled:…To do otherwise is to risk being labelled mentally ill…( Earl Babbie and Lance W. Roberts 2018, p. 10).
• APPLY
• QUIZ:
• Brad’s dad finds it difficult to believe that sociology is a science. After all, what does sociology have in common with physics, he remarks. Show Brad’s dad that both disciplines have the four pillars of science in common. These pillars of science are the scientific method, theory, logical reasoning, and

• A) statistics
• B) data
• C) empirical evidence
• D) experiment
C. Wright Mills, Gordon Bailey and Noga Gayle see personal circumstances as the result of social forces. They are calling all of us to “see ourselves not just as isolated individuals but as beings moulded by the wider social structures in a particular time and space”. Which of the two umbrella sociological concepts supports this call?

- A) Social Regularity
- B) Sociological Imagination
- C) Microsocial Forces
- D) Social Construction of Reality
Your friend is suicidal because he believes that the individual creatively shapes his/her destiny through social interactions. Based on your understanding of Emile Durkheim’s research that different religious denominations have different rates of suicide, you suggested to your friend that if he is really going to commit suicide it would depend on his level of integration into social groups and the level of strength of regulation in his society governed by unseen larger social forces. What sociological concept best captures your suggested explanation of suicide?

a) Human agency
b) Definition of the situation
c) Sociological imagination
d) Social construction of reality
e) Microsociology
Individuals in interaction create social worlds through their linguistic, symbolic activity. Once created the social worlds assume stable object-like characters that individuals subjectively internalize. It is through the subjective internalization of the reality of these social worlds that people become products of society (Peter Berger).

In effect, humans create social worlds, and these created social worlds recreate humans.

**EXERCISE**

1. Which part of the above sentence represents the concept of Sociological Imagination?

2. Which part of the sentence represents the concept of Social Construction of Reality?
If you are interested in the agenda, vision, mission, mantra, message, method of Sociology, and the difference sociology makes, review the remaining slides.
AGENDA OF SOCIOLOGY

1. **To inspire** students to think outside the box of conventional wisdom about human behavior and the human condition by disrupting explanations that focus on:
   - a) The Natural
   - b) The Supernatural
AGENDA OF SOCIOLOGY

2. To analyze human behavior and the human condition with the two umbrella or major concepts of Sociology:
   • Sociological Imagination
   • Social Construction of Reality
AGENDA OF SOCIOLOGY

• **3. To produce** DATA (empirical evidence) of the significance of social forces to human behaviour and the human condition with the tools of
  
  • Social Research Methodologies and Methods, particularly the Scientific Method.
AGENDA OF SOCIOLOGY

4. To explain/predict human behavior and the human condition with
   - Sociological Paradigms (Theoretical Perspectives)
     - Functionalism
     - Social Conflict
     - Interactionism
     - Feminism
     - Postmodernism
AGENDA OF SOCIOLOGY

• 5. To open the minds of students about the transformative roles of sustainable people, namely,
  • sustainable thinkers
  • Sustainable changers
  • Sustainable difference-makers
5. Sustainable people put more emphasis on:
   • Thinking, understanding, application, and making sustainable difference in peoples’ lives, rather than
     • a) mere production of information and its memorization and regurgitation.
     • “Employers are saying we don’t care about all the knowledge [information] you learned because it’s going to be out of date two minutes after you graduate ... we care about whether you can continue to learn over time and solve complex problems,” said Debra Humphreys, vice president for policy and public engagement at AAC&U, which represents more than 1,300 schools (http://www.wsj.com/articles/test-finds-many-students-ill-prepared-to-enter-work-force-1421432744).
   • b) producing cookie-cutter workers for employers.
     • Cookie-cutter workers are employees who are smart but not creative and innovative; they don’t take initiative--always needing instructions from their supervisors to work
The Vision, Mission, Mantra, Message and Method of Sociology

• **VISION:** To redesign the world to make it a user-friendly society for all.

• **MISSION:** To use the SOCIOLOGICAL IMAGINATION (the quality of mind that could see connections between personal troubles and macro social forces) and SOCIAL CONSTRUCTION OF REALITY (the use of individual abilities to subjectively define social interaction situation) to change lives and create/transform social structures and cultures.

• **MESSAGE:** Sociology matters because the world without sociology would be poorer

• **MANTRA:** DNA is not destiny

• **METHOD:** Application of the sociological imagination and social construction of reality
Illustration #1: What Men Need to Live a Happy Life


- Not only did Vaillant discover that his focus on warm relationships was warranted, he placed even *more* importance on this factor than he had previously. Vaillant notes that the 58 men who scored highest on the measurements of “warm relationships” (WR) earned an average of $141,000 a year more during their peak salaries (between ages 55-60) than the 31 men who scored the lowest in WR. The high WR scorers were also 3-times more likely to have professional success worthy of inclusion in Who’s Who.

- One of the most intriguing discoveries of the Grant Study was how significant men’s social relationships with their mothers are in determining their well-being in life

- **THE POWER OF SOCIAL FORCES**
Illustration #2:

VICTIMS OF HURRICANE KATRINA, HARVEY AND IRMA are VICTIMS OF SOCIAL FORCES

- http://www.youtube.com/watch?v=pvoEiBnpCc8

THE POWER OF SOCIAL FORCES
Illustration #3: Suicide

- http://www.youtube.com/watch?v=2199PPD8fRw

THE POWER OF SOCIAL FORCES
Illustration #4:
The Rising levels of Obesity in American and Canadian Children: VICTIMS OF SOCIAL FORCES

- Victims of “Sociobesity” not “Microbesity”

- 1. Food production and delivery systems
- 2. The culture of eating
- 3. Exercise habits

THE POWER OF SOCIAL FORCES
Illustration #5:
High Rates of Alcoholism among Aboriginal Populations

Victims of Alcoholism are victims of Social Forces

• 1. Legacy of displacement that has disrupted Aboriginal peoples’ livelihood, patterns of governance and family organization

• 2. High rates of poverty and chronic diseases.

THE POWER OF SOCIAL FORCES
Illustration #6: *Ubuntu*

- **THE SOCIAL MATTERS: COMMIT SOCIOLOGY, NOT SOCIOCIDE**

- The *ubuntu* world view [social force] expresses an ontology [reality] that addresses relations among people, relations with the living and the nonliving, and a spiritual existence that promotes love and harmony among peoples and communities (Chilisa 2012, p. 109)

- The Ubuntu world view prevents sociocide in a Sociopathic Society. In the sociopathic society people focus only on their individual interests at the expense of others.

- **THE POWER OF SOCIAL FORCES**
Illustration #7: Major Sociological Concepts: THE SOCIAL MATTERS

- Concepts are important because of the social relationships we share with them and the social relationships that went into forming them (Wilson 2008, p. 74).
- 1. Society
- 2. Social Forces
- 3. Social Relationships
- 4. Sociological Imagination
- 5. Social Construction of Reality
- 6. Research Methodology and Methods
- 7. Social Structure
- 8. Social Interaction
- 9. Social Groups and Organization
- 10. Statuses and Roles
- 11. Culture
- 12. Socialization
MAJOR SOCIOLOGICAL CONCEPTS:
THE SOCIAL MATTERS

• 13. Social Inequality
• 14. Deviance, Crime, Law and Punishment
• 15. Social Institutions
• 16. Sociological Paradigms
  • a) Structural Functionalism
  • b) Social Conflict
  • c) Interactionism
  • d) Feminism
  • e) Postmodernism
THE SOCIAL MATTERS: Conclusion of the matter

YOUR DESTINY LIES OUTSIDE YOUR BODY NOT INSIDE YOUR BODY.
YOUR DESTINY LIES OUTSIDE YOUR BODY NOT INSIDE YOUR BODY

• What adequately explains peoples behaviour and experiences is outside their bodies not inside their bodies.
  • This thing outside the body is SOCIETY.
• Therefore, SOCIETY, rather than the BRAIN and DNA, determines the lives and destinies of people.
  • Society, made up of social forces, is the “largest collection of social relationships in which people live their lives.”
IS SOCIOLOGY A SCIENCE?

- **Sociology is SCIENCE:**
  - Scientific study of society (Auguste Comte).
  - This science has spiritual and imagination dimensions.

- **Sociology is SPIRIT:**
  - Possesses people and induce them to be skeptical about common sense or conventional explanations and to see through facades and conventional wisdom (Peter Berger).

- **Sociology is IMAGINATION:**
  - Gives people special insight into the social world and ability or quality of mind to understand the linkages between personal experience and the structure of society as a whole: personal lives are greatly shaped by larger historical and social forces which are sometimes beyond personal control (C. Wright Mills).
TWO MOST SIGNIFICANT SOCIOLOGICAL CONCEPTS: DETAILS

1. Sociological Imagination (C. Wright Mills): THE POWER OF MACRO SOCIAL FORCES TO SHAPE US AS INDIVIDUALS and GROUPS
   - Objective macro social forces influence/determine individual/group behaviour, experiences, condition, and destiny:
   - “The ability to see the particular in the general”
   - “The ability to seeing the individual in the social”
   - “The ability to connect personal troubles to a broader set of historical and [socio]structural circumstances; private issues are embedded in socio-structural reality”
   - Macrosociology: People are reaction units; they respond to social forces

2. Social Construction of Reality (Peter Berger & Thomas Luckmann): THE POWER OF CHOICE TO SHAPE YOUR LIFE AND SOCIETY Human Agency, that is, individual and/or group subjective definition of interaction situations, influences/determines individual/group behaviour, experiences, condition, destiny, and society.
   - “Seeing the general in the particular”
   - “Seeing the social in the individual”
   - Microsociology: People are action units; they create social forces
SOCIOLOGICAL IMAGINATION versus SOCIAL CONSTRUCTION OF REALITY: DETAILS

Unlike the macro, structuralist, organismic, mechanistic, and historical social imagery portrayed by Mills’ concept of *Sociological Imagination*, Berger and Luckmann wished to bring real living, acting individuals back into the center of social thinking. This is based on their view of society as precariously negotiated, fluid order that ultimately resides in the interaction of individuals. The very title of their major work, *The Social Construction of Reality*, underscored the power of the individual to shape society and the open-ended nature of history (Seidman 2004, p. 81).
FUSION APPROACH: Integration of Sociological Imagination and Social Construction of Reality: DETAILS

- Social Structure & Organization
- Social Action: Sustainable Individual & Group Choices/behaviours
- Social Construction of Reality
- Sociological Imagination
- Subjective Existence of Reality
- Objective Existence of Stable Reality
- Social Products
- Social Interaction
- Micro Social Forces
- Macro Social Forces

MACRO SOCIAL FORCES

MICRO SOCIAL FORCES
The limit of Social Construction of Reality limits the power of the Fusion Approach

- **The Myth of Freedom of Choice?**
- Karl Marx’s famous dictum that people make history but not in circumstances of their own choosing suggests a more dynamic relationship between individual choices and the structural constraints and facilitators within which those choices are made (Richmond 1994: 13).
• DOES SOCIOLOGY MAKE A DIFFERENCE?
YES. SOCIOLOGY DOES MAKE A DIFFERENCE

- Sociological research creates the science of society based on facts, evidence, and reason which form the *sine qua non* of improving society, the human condition, and human behaviour.
Practically sociologists do research and produce information and theories that through application help:

1. Manufacturers and service providers to anticipate consumer/client preferences.
2. Political candidates to predict voting behaviour and politicians to gage the level of polity support.
3. Organizations to make personnel or human resource decisions.
4. Governments to formulate social/public policies.
5. Courts to make informed and just decisions.
6. Individuals to gain knowledge, skills, and wisdom about the society in which they live: better career choices, smart consumers, quality inter-personal relations, etc.
7. To transform lives, communities and society
SOCIOLOGY MAKES A DIFFERENCE

1. Sociology has created/refined research methods such as Social Experiments, Social Survey, Field Research, Non-reactive methods, and feminist research to produce FACTS AND ACCURATE EVIDENCE that inform effective teaching and social/public policies and programs.
Research Matters

• Sociology emphasizes that opinions don’t matter; and that information has to be painstakingly and systematically collected, collated, classified, and analyzed to be useful as empirical evidence and as resource for TRANSFORMATION.

• This knowledge
  – liberates us from the tyranny of tradition, authority, and commonsense
  – gives us the freedom to explore possibilities
  – Provides us with the confidence to give expert advice
Factual Information Matters

• The science behind sociology emphasizes the necessity of accurate and up-to-date information or DATA. Sociology is a storehouse of such DATA or factual information: Your textbook is part of this storehouse.

• However, what makes DATA or factual information so important is that it is a resource for TRANSFORMATION: Sound choices, decisions, social policies, programs and projects that make a difference depend on accurate and up-to-date DATA or information. The pioneer sociologists emphasize that sociology is about SOCIAL TRANSFORMATION using valid and reliable DATA.

• This knowledge provides us with
  – a solid platform to create projects that make a difference
• C. Wright Mills (1959) taught that the PROMISE of Sociology is that through the SOCIOLOGICAL IMAGINATION a network of individuals can effect social change [make the social structure user-friendly]. When people CONNECT their individual biographies with historical moments and the social structure, then CHANGE IS POSSIBLE (James M. Mannon 1992, p. 125).

My teaching seeks to:

inspire and equip students to do their own learning, and use that learning to make a difference in their social relationships—families, peer groups, schools, communities, workplace, playplace, etc.
It could influence students to “commit sociology”, not SOCIOCIDE because…….

a) It has the PASSION and COMPASSION to fashion a better world:

Sociology teaches that a person makes a sustainable difference when her/his PASSION and COMPASSION intersect with substantive needs of our common humanity:

https://www.youtube.com/watch?v=sgbzbdxTm4E
SOCIOLOGY MAKES A DIFFERENCE

2. Sociology has developed the following theoretical perspectives or paradigms: Structural Functionalism, Social Conflict, Interactionism, Feminism, and Postmodernism

To explain and/or predict human behavior/condition in the social world.

Multiple and diverse paradigms and methodologies sociology are applied to provide solutions for social problems.
Solutions Matter: A Better World

• Sociology recognizes that human behavior and the human condition are multi-dimensional, complex and messy. Hence sociology develops and applies multiple and diverse paradigms and methodologies:
  – Functionalism
  – Social Conflict
  – Symbolic Interactionism
  – Feminism
  – Postmodernism

• This perspective helps us to
  – Dispassionately deal with blind spots in our lives and work
  – be comfortable with constructive criticism
  – Use a multi-prong strategies to solve problems
Solutions Matter: A Better World

• Sociology inspires life-changing creative ideas and innovations through active involvement in the most urgent social issues of the world today.

• This is driven by sociology’s passion to fashion a BETTER WORLD for all citizens of the planet:

• This knowledge
  – provides us with the confidence to pursue social justice issues of equity, equality, and full empowered inclusion to make a difference
An organization in Victoria has consulted you as a sociology student to help it explain and predict the behaviour of the homeless in British Columbia. Which of the following tools of sociology would be more applicable?

- a) Applied or Clinical sociology
- b) Sociological theories or paradigms
- c) Social Research Methods
Sociology and Job Opportunities

Because of the above utility of sociology and its potential, people with education/training in sociology work in a wide range of occupations and professions:

- Business
- Advertising
- Law
- Criminal Justice
- Hospitality and Tourism
- Social Work
- Health Care
- Government
- NGOs
- Teaching and research
- Recruitment for Organizations
Sociology and Job Opportunities

• The more sociological knowledge, skills, spirit and imagination we have about the workings of society, the more opportunities we can create for ourselves and others.
Sociology and Job Opportunities

• Sociology is primarily in the business of positive human development. It focuses on enhancing the abilities of graduates to communicate clearly and effectively, to analyze, to confront ambiguity with clear methods and confidence, to break down problems into manageable parts, to think critically, develop creativity, and to question deeply.

• All of this has real value in the workplace. When a sociology graduate is recruited, the employer has in her/his new hire an experienced communicator, an adept researcher, a problem solver and a critical thinker – skills that have long been valued (Max Blouw Sept. 03, 2013, The Globe & Mail).
Sociology and Job Opportunities

- Read Jasmine Luk’s Story before the next class: 
  (http://trk.cp20.com/click/gxf0h-az6a72-5jx8if67/)
CONCLUSION

• Logical reasoning and empirical evidence show that sociology matters because the quality of our social interaction/relationships, not our DNA, determines our human social behavior, human condition, everyday troubles, and destiny.

YOUR DESTINY LIES OUTSIDE YOUR BODY NOT INSIDE YOUR BODY.
CONCLUSION

• Sociology changes lives because of its delivery of the promise of Sociological Imagination. The promise is to scientifically help people to make sense of their lives. Sociology has shown that DNA is not destiny. Rather, the quality of peoples social interaction/relationships in social institutions—the family, peer groups, political economy, education and religion—determines their access to structured opportunities which, in turn, shapes their behavior, everyday troubles and destiny.