

Preface

“What has sociology got to do with me or with my life?” Any student might well ask this question before signing up for a sociology course. Here are some things for that student to consider: Are you influenced by what you see on television? Do you use the Internet? Do you know someone with a tattoo? Did you neglect to vote in the last election? Are you familiar with binge drinking on campus? Do you use alternative medicine? These are just a few of the everyday life situations described in this book that sociology can shed light on, revealing patterns and meanings.

Sociology also looks at large social issues. It seeks to unravel the factors behind the transfer of thousands of jobs from the United States to the developing countries of the Third World. It assesses the ways in which the availability of computer technology and the Internet may increase or reduce inequality. Sociology investigates the social forces that promote prejudice, the persistence of slavery today, the issues surrounding bilingual education, the social networks established by women, the process of growing old in different cultures, and the factors that lead someone to join a social movement and work for social change. These issues, along with many others, are of great interest to me, but it is the sociological explanations for them that I find especially compelling. The introductory sociology class provides the ideal laboratory in which to confront our society and our global neighbors.

After more than 30 years of teaching sociology to students in colleges, adult education programs, nursing programs, an overseas program based in London, and even a maximum-security prison, I am firmly convinced that the discipline can play a valuable role in teaching critical thinking skills. Sociology can help students to better understand the workings of their own lives as well as of their society and other cultures. The distinctive emphasis on social policy found in this text shows students how to use the sociological imagination in examining such public policy issues as sexual harassment, the AIDS crisis, welfare reform, the death penalty, and privacy and censorship in an electronic age.

My hope is that, through their reading of this book, students will begin to think like sociologists and will be able to use sociological theories and concepts in evaluating human interactions and institutions. From the introduction of the concept of sociological imagination in Chapter 1—which draws on a study that a colleague and I

conducted of the food bank system of the United States—this text stresses the distinctive way in which sociologists examine and question even the most familiar patterns of social behavior.

The first seven editions of *Sociology* have been well received; it is currently used in more than 500 colleges and universities. But some instructors have sought a more concise overview of the discipline that would permit them to assign additional material or projects. This brief introduction to sociology was developed to meet that demand.

Sociology: A Brief Introduction, Fourth Edition, includes all the distinctive features that have been popular with instructors and students who use the more comprehensive volume, including these three especially important focal points:

- **Comprehensive and balanced coverage of theoretical perspectives throughout the text.** Chapter 1 introduces, defines, and contrasts the functionalist, conflict, and interactionist perspectives. It explores their distinctive views of such topics as television (Chapter 1), social institutions (Chapter 5), deviance (Chapter 7), the family (Chapter 11), education (Chapter 12), and health and illness (Chapter 14).
- **Strong coverage of issues pertaining to gender, age, race, ethnicity, and class in all chapters.** Examples of such coverage include social policy sections on bilingualism (Chapter 3), rethinking welfare (Chapter 8), immigration policy (Chapter 9), and sexual harassment (Chapter 6); boxes on women’s social networks (Chapter 5), urban poverty and joblessness (Chapter 8), prejudice against Arab Americans and Muslim Americans (Chapter 9), domestic violence (Chapter 11), squatter settlements and gated communities (Chapter 15); and sections on the social construction of race (Chapter 9) and the contingency or temporary workforce (Chapter 13).
- **Use of cross-cultural material throughout the text.** A major part of Chapter 8 treats the topic of stratification from a global perspective. This chapter introduces world systems analysis, dependency theory, and modernization theory and examines multinational corporations and the global economy. Every chapter presents global material and makes use of cross-cultural examples. Among the topics examined are

The global “McDonaldization of society” (Chapter 3)
 Neglect of children in Eastern European orphanages (Chapter 4)
 The status of women around the world (Chapter 10)
 Issues of aging around the world (Chapter 10)
 Transmission of cultural values (Chapter 12)
 Population policy in China (Chapter 14)
 Homelessness worldwide (Chapter 15)
 A sociological interpretation of the Soviet collapse (Chapter 16)
 The global disconnect in technology (Chapter 16)

As in the longer text, I take great care to introduce the basic concepts and research methods of sociology and to reinforce this material in all chapters. The most recent data are included, making this book even more current than the seventh edition of *Sociology*.

Content

Sociology: A Brief Introduction is divided into 16 chapters that study human behavior concisely from the perspective of sociologists. The opening chapter (“Understanding Sociology”) presents a brief history of the discipline and introduces the basic theories and perspectives used in sociology. Chapter 2 (“Sociological Research”) describes the major research methods.

The next five chapters focus on key sociological concepts. Chapter 3 (“Culture”) illustrates how sociologists study the behavior we have learned and share. Chapter 4 (“Socialization”) reveals how humans are most distinctively social animals who learn the attitudes and behavior viewed as appropriate in their particular cultures. We examine social interaction and social structure in Chapter 5 and the workings of groups and organizations in Chapter 6. Chapter 7 (“Deviance and Social Control”) reviews how we conform to and deviate from established norms.

The next three chapters consider the social hierarchies present in societies. Chapter 8 (“Stratification in the United States and Worldwide”) introduces us to the presence of social inequality, while Chapter 9 (“Racial and Ethnic Inequality”) and Chapter 10 (“Stratification by Gender and Age”) analyze specific types of inequality.

The following chapters examine the major social institutions of human society. Marriage, kinship, and divorce are some of the topics examined in Chapter 11 (“The Family and Intimate Relationships”). Other social institutions are considered in Chapter 12 (“Religion and Education”) and Chapter 13 (“Government and the Economy”).

The final chapters of the text introduce major themes in our changing world. Chapter 14 (“Population and Health”) helps us understand the impact of these issues on our society and around the world. In Chapter 15 we examine the importance of communities and the environment in our lives. Chapter 16 (“Social Movements, Social Change, and Technology”) presents sociological analysis of the process of change and has a special focus on technology and the future.

Special Features

Poster Art

Each chapter opens with a reproduction of a poster or piece of graphic art that illustrates a key theme or concept of the chapter. Accompanying captions help readers to grasp the relevance of the artwork to the chapter.

Chapter Opener

The chapter openers convey the excitement and relevance of sociological inquiry by means of lively excerpts from writings of sociologists and others who explore sociological topics. These openers are designed to expose students to vivid writing on a broad range of topics and to stimulate their sociological imagination. For example, Chapter 3 begins with Horace Miner’s classic take on Nacirema culture. Chapter 5 opens with a description of Zimbardo’s mock prison study. Cornel West’s musings on being a single father introduce Chapter 11. Later, in Chapter 15, Kai Erikson reflects on the value of sociology in understanding the connection between the population and the environment.

Chapter Overview

The opening excerpt is followed by a chapter overview that links the excerpt to key themes of the chapter and describes the content of the chapter in narrative form.

Key Terms

I have given careful attention to presenting understandable and accurate definitions of each key term. These terms are highlighted in bold italics when they are introduced. A list of key terms and definitions in each chapter—with page references—follows the end of the chapter. In addition, the glossary at the end of the book includes the definitions of the textbook’s key terms and the page references for each term.

Research in Action

These sections, which appear in almost every chapter, present sociological findings on topics such as binge drinking, school-related violence, and gated communities.

Sociology in the Global Community

These sections, which appear in almost every chapter, provide a global perspective on topics such as disability as a master status, domestic violence, and population policy in China.

Eye on the Media

New to this edition, these sections illustrate how the media affect, and are affected by, social trends and events. Topics featured in these sections include the social construction of rock music as a social problem, coalition building in *Survivor*, the lack of diversity on network television, and political activism on the Internet.

Taking Sociology to Work

These sections profile individuals who majored in sociology and use its principles in their work. While these people work in a variety of occupations and professions, they all share a conviction that their background in sociology has been valuable in their careers.

Illustrations

The photographs, cartoons, figures, and tables are closely linked to the themes of the chapters. The maps, titled “Mapping Life Nationwide” and “Mapping Life Worldwide,” show the prevalence of social trends. A world map highlighting those countries used as examples in the text appears in the front matter to this book.

Social Policy Sections

The social policy sections that close all but one of the chapters play a critical role in helping students to think like sociologists. They apply sociological principles and theories to important social and political issues being debated by policymakers and the general public. These include bilingual education (Chapter 3), the death penalty (Chapter 7), reproductive technology (Chapter 11), religion in the schools (Chapter 12), and financing health care (Chapter 14). All the policy sections now present a global perspective.

Cross-Reference Icons

When the text discussion refers to a concept introduced earlier in the book, an icon in the margin points the reader to the exact page.

Chapter Summaries

Each chapter includes a brief numbered summary to aid students in reviewing the important themes.

Critical Thinking Questions

After the summary, each chapter includes critical thinking questions that will help students analyze the social world in which they participate. Critical thinking is an essential element in the sociological imagination.

Additional Readings

An annotated list of books concludes each chapter; these works have been selected as additional readings because of their sociological soundness and their accessibility for introductory students.

Internet Connection Exercises

Three exercises in each chapter take students online to analyze social issues relevant to chapter topics. Throughout the text an icon signals where more information and/or updates are available on the book’s website.

Endpapers

The front endpaper features a description of what the world would look like if it were a village of a thousand people. The back endpaper summarizes the applications used in the book to illustrate sociology’s major theoretical approaches.

What’s New in the Fourth Edition?

The most important changes in this edition include the following (refer as well to the chapter-by-chapter list of changes on pp. xxiii–xxv and to the *Visual Preview* on pp. xxix–xxxvi):

Content

- Inviting new openers drawing on the vivid writings of sociologists and others writing on sociological topics

- “Eye on the Media” boxes that illustrate how the media affect and are affected by social events.

Pedagogy

- Discussion questions at the end of boxes and social policy sections
- Cross-reference icons
- More examples relevant to students’ lives
- More cross-cultural examples, including a global focus in the social policy boxes
- More direct and engaging writing style

Map and Illustration Program

- Expanded map program: Two kinds of maps, “Mapping Life Nationwide” and “Mapping Life Worldwide,” are featured throughout the text
- Use of poster art at the beginning of each chapter to illustrate key sociological concepts
- “Sticker” captions within figures draw attention to major points in the graphs

This edition has been thoroughly updated. It includes the most recent data and research findings, many of which were published in the last three years. Recent data from the Census Bureau, Bureau of Labor Statistics, Current Population Reports, the Population Reference Bureau, the World Bank, the United Nations Development Programme, and the Centers for Disease Control have been incorporated.

A more complete, chapter-by-chapter listing of the most significant new material in this edition follows.

What’s New in Each Chapter

CHAPTER 1 Understanding Sociology

- Opening excerpt from tattoo study by Katherine Irwin
- Section on “What Is Sociological Theory?”
- Eye on the Media box: Looking at Television from Three Perspectives
- Section on “Sociology and the Social Sciences”
- Expanded discussion of Durkheim, including anomie

CHAPTER 2 Sociological Research

- Opening excerpt from *Streetwise* by Elijah Anderson
- Global box on a study of China’s “send-down” policy

- Gun control case study (with figure) to illustrate scientific method
- Discussion of causal logic and correlation (with figure)
- Discussion of reliability and validity of research results
- Updated discussion of using Internet for surveys
- Section on qualitative and quantitative research and ethnography
- Field experiment measuring effects of police action in domestic assault cases
- Discussion of effects of race and gender in conducting research
- Research box on framing survey questions about interracial friendships (with figure)
- Social policy section on studying human sexuality (with figure)

CHAPTER 3 Culture

- Opening excerpt from *Nacirema* by Horace Miner
- Media box on rock music as a social problem
- Illustration of pickpocket argot (subculture section)
- Example of culture shock on Navajo reservation
- Examples of national defenses against cultural invasion
- Updated discussion of bilingualism section, incorporating new test results

CHAPTER 4 Socialization

- Opening excerpt from *Peer Power* by Patricia A. Adler and Peter Adler
- Box on raising Amish children
- Coverage of peer harassment
- Taking Sociology to Work box
- Additional cross-cultural examples of socialization
- More examples of television’s benign socializing influence
- Discussion of influence of technology on socialization in family life
- Section on teenagers in the workforce (with figure)

CHAPTER 5 Social Interaction and Social Structure

- Discussion of online groups and emerging electronic social networks, including “texting”
- Discussion of gender/occupational role conflict

- Discussion of how taking medication for HIV affects social interaction
- Discussion of networking among women leaving welfare rolls
- Discussion of gendered and racist environments in social institutions

CHAPTER 6 Groups and Organizations

- Opening excerpt from *The McDonaldization of Society* by George Ritzer
- Discussion of teenage in-group/out-group conflicts, including Columbine High School tragedy
- Expanded discussion of coalitions (including transracial community organizations and the anti-tobacco coalition)
- Eye on the Media box on coalition building in the TV show *Survivor*
- Introduction of Weber's ideal type as key term in bureaucracy discussion
- Discussion of alienation in workplace
- Example of domestic workers in California in discussion of bureaucratization in small-group settings
- Expanded discussion of impact of telecommuting on workplace

CHAPTER 7 Deviance and Social Control

- Opening excerpt from *Victimless Crime? Prostitution, Drugs, Homosexuality, Abortion* by Robert F. Meir and Gilbert Geis
- Research box on binge drinking in college, with figure
- Section on social stigma
- Global box on social control campaigns in Singapore
- Section on deviance and technology, with figure on digital piracy
- Discussion of racial profiling
- Discussion of social constructionist perspective
- Discussion of transnational organized crime

CHAPTER 8 Stratification in the United States and Worldwide

- Opening excerpt from *Nike Culture* by Robert Goldman and Stephen Papson
- Discussion of student anti-sweatshop movement
- Comparison of CEOs' salaries around the world
- Discussion of monetary value of women's unpaid labor

- Discussion of multidimensional measures of social class
- Discussion of the "digital divide" between haves and have-nots
- Global box on inequality in Japan

CHAPTER 9 Racial and Ethnic Inequality

- Opening excerpt from article "Of Race and Risk" by Patricia J. Williams
- Media box on diversity issues in network TV
- Illustration of changing race and ethnicity in United States from 1500 to 2100
- Map showing concentrations of racial and ethnic populations in the United States
- Expanded discussion of mixed racial ancestry
- Discussion of the advantages of "White privilege"
- Illustration of immigration patterns in the United States, 1820s–1990s

CHAPTER 10 Stratification by Gender and Age

- Opening excerpt from *The Beauty Myth* by Naomi Wolf
- Comparison of women's labor force participation around the world
- Discussion and table on gender norm "transgressions"
- Map showing states with restrictions on public funding of abortions
- Table summarizing theories of aging
- Discussion of elder gay concerns

CHAPTER 11 The Family and Intimate Relationships

- Opening excerpt from *The War Against Parents* by Sylvia Ann Hewlett and Cornel West
- Focus on "intimate relationships" as well as "family"
- Discussion of dating and love relationships on campus
- Section on interactionist view of family
- Discussion of relationships formed via the Internet
- Discussion of arranged marriages at home and abroad
- Updated discussion of divorce rates, with new figure on marriage and divorce trends
- Discussion of official recognition of same-sex partnership in other countries
- Discussion of preselection of a baby's sex

CHAPTER 12 Religion and Education

- Opening excerpt from *For This Land* by Vine Deloria Jr.
- Discussion of impact of Internet on religion
- Expanded discussion of liberation theology
- Discussion of Muslim ritual, the *hajj*
- Discussion of impact of taking courses on the Internet
- Section on home schooling
- Section on adult education, with figure
- Social policy section on religion in the schools

CHAPTER 13 Government and the Economy

- Opening excerpt from *Diversity in the Power Elite* by Richard L. Zweigenhaft and G. William Domhoff
- Discussion of how female politicians receive different media coverage from male politicians
- Discussion of interest groups representing Internet-based companies
- Media box on political activism on the Internet
- Section on changing face of the workforce, reflecting increase of women and minorities (with figure)
- Section on social dynamics of e-commerce

CHAPTER 14 Population and Health

- Opening excerpt from *The Scalpel and the Silver Bear* by Dr. Lori Arviso Alvord
- Global box on China's population policy
- Discussion of racism in medical treatment
- Discussion of federal initiative to achieve 100 percent access and zero health disparities, with map of availability of physicians by state
- Section on role of government in health care
- Discussion of neglect of women in medical research

CHAPTER 15 Communities and the Environment

- Opening excerpt from *A New Species of Trouble* by Kai Erikson
- Case study of technology in Blacksburg, Virginia (electronic village)
- Overview of major influences on cities in the past and predictions about future changes
- Discussion of “green” effect of recycling programs and Internet purchases
- Discussion of gentrification and its impact on homelessness

CHAPTER 16 Social Movements, Social Change, and Technology

- Opening excerpt from *The Nudist on the Night Shift* by Po Bronson
- Media box on virtual social movements on the Internet
- Expanded discussion of differences of utilization of Internet by race
- Updated discussion of technology and Internet use by gender
- Discussion of opposition to genetically modified food
- New section on gender and social movements
- Discussion of McDonaldisation of biotechnology

Support for Instructors

PRINT RESOURCES

Annotated Instructor's Edition

An annotated instructor's edition (AIE) of the text, prepared by Mark Kassop of Bergen Community College in New Jersey, offers page-by-page annotations to assist instructors in using textbook material. These include several categories: Let's Discuss (ideas for classroom discussion); Student Alerts (which anticipate common student misconceptions); Policy Pointers (which show tie-ins between important concepts and social policy applications); Theory (examples of the application of the functionalist, conflict, interactionist, and labeling perspectives); Methods (examples of the use of surveys, observation, experiments, and existing sources); Global View (examples of cross-cultural material); Race/Ethnicity (material on racial and ethnic minorities in the United States); Gender (material on women, men, and gender issues); and Contemporary Culture (examples of popular culture).

Instructor's Resource Manual

This manual, prepared by Richard T. Schaefer and Mark Kassop, provides sociology instructors with detailed key points, additional lecture ideas (among them alternative social policy issues), class discussion topics, essay questions, topics for student research (along with suggested research materials for each topic), and suggested additional readings (unlike those in the text itself, these are meant for instructors rather than students). Media materials are suggested for each chapter, including videotapes and films.

Test Bank

The test bank that accompanies the text features short-answer questions, multiple-choice questions and essay questions for each chapter; they will be useful in testing students on basic sociological concepts, application of theoretical perspectives, and recall of important factual information. Correct answers and page references are provided for all multiple-choice questions.

In addition to the printed format, the test bank is available on disk and on CD-ROM for computerized test construction.

Primis Customized Readers

An array of first-rate readings is available to adopters in a customized electronic database. Some are classic articles from the sociological literature; others are provocative pieces written especially for McGraw-Hill by leading sociologists.

Internet Guide

A guide to sociology surfing on the Internet assists students in using the many dimensions and services of the World Wide Web.

McGraw-Hill/Dushkin

Any of the Dushkin publications can be packaged with this text at a discount: Annual Editions, Taking Sides, Sources, Global Studies. For more information, please visit the website at <http://www.dushkin.com>.

DIGITAL RESOURCES

PageOut: The Course Website Development Center



PageOut was designed for the professor just beginning to explore web options. In less than an hour, even the novice computer user can create a course website with a template provided by McGraw-Hill (no programming knowledge required). PageOut lets you offer your students instant access to your syllabus, lecture notes, and original material. Students can even check their grades online. And, you can pull any of the McGraw-Hill content from the Schaefer website and Online Learning Center into your website. PageOut also provides a discussion board where you and your students can exchange questions and post announcements, as well as an area for students to build personal web pages.

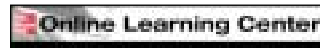
To find out more about PageOut: The Course Website Development Center, ask your McGraw-Hill representative for details, or fill out the form at www.mhhe.com/pageout.

Interactive e-Source with Making the Grade CD-ROM



This remarkable CD-ROM intertwines the complete text with media resources and offers students a nonlinear approach to learning. With Interactive e-Source, students can instantly explore various topics and concepts with an assortment of video clips (including footage of this text's author in Singapore), website links, and interactive maps and graphs. Along the way, students can refer to an audio tutor for a helping hand with difficult topics. Students can also highlight the text and customize the content with electronic notes that can be shared with other e-Source users. And, students can test themselves with interactive study questions and other learning aids.

Online Learning Center Website



Instructors (and students) are invited to visit the book's Online Learning Center, the text-specific website, at www.mhhe.com/schaefer4. Here you and your students will find an extensive variety of resources and activities, including quizzes, key terms, chapter overviews, learning objectives, PowerPoint slides, and more. It's also possible to link directly to Internet sites from the Online Learning Center. And, you can use any of the material from the Online Learning Center in a course website that you create using PageOut. An icon appears in the boxes, policy sections, and Internet Connection exercises throughout the text, reminding students and instructors to visit the Online Learning Center home page for current material and activities relating to these popular sections.

PowerWeb



Offered free with the text, PowerWeb is a turnkey solution for adding the Internet to a course. PowerWeb is a password-protected website developed by Dushkin/McGraw-Hill, which offers instructors (and students):

- Course-specific materials
- Refereed course-specific web links and articles
- Student study tools—quizzing, review forms, time management tools, web research
- Interactive exercises

- Weekly updates with assessment
- Informative and timely world news
- Access to Northern Light Research Engine (received multiple Editor's Choice awards for superior capabilities from *PC Magazine*)
- Material on how to conduct web research
- Message board for instructors
- Daily news feed of topic-specific news

For further information, visit the PowerWeb website at <http://mhhe/NewMedia/dushkin/index.html#powerweb>.

PowerPoint Slides

Adopters of *Sociology* can also receive a set of 140 color PowerPoint slides, developed by Richard T. Schaefer. These slides include figures, tables, and maps drawn from academic and governmental sources, a few of which reproduce material from the textbook. Instructors are welcome to generate overhead transparencies from the slides if they wish to do so.

Instructor's Resource CD

This CD-ROM includes the contents of the instructor's resource manual, test banks, PowerPoint slides, and more for instructors' convenience in customizing multimedia lectures.

SocCity

SocCity is a veritable melting pot of sociology cyber-sources, information, and Internet activities for students and instructors alike. Just click on any of the four buttons on the left side of your screen and get started (www.mhhe.com/socscience/sociology).

Primis Online

Professors can customize this book by selecting the chapters they want to use in their course. Through McGraw-Hill's Primis Online, professors have the ability to adapt this title by chapter, change its order, or add readings from our vast database of content. Primis Online offers professors the choice between custom printed textbooks or electronic eBooks. To learn more, contact your McGraw-Hill sales representative or visit our website at www.mhhe.com/primis/online.

VIDEO RESOURCES

McGraw-Hill offers adopters a variety of videotapes that are suitable for classroom use in conjunction with the textbook.

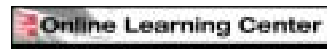
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- Access to Northern Light Research Engine (received multiple Editor's Choice awards for superior capabilities from *PC Magazine*)

- Material on how to conduct web research
- Daily news feed of topic-specific news

Student's Guide

The student's guide includes standard features such as detailed key points, definitions of key terms, multiple-choice questions, fill-in questions, and true–false questions. Some chapters include a “Name that Sociologist” section. Perhaps the most distinctive feature is the social policy exercise, which is closely tied to the social policy section in the text. All study guide questions are keyed to specific pages in the textbook, and page references are provided for key points and definitions of key terms.