

# Preface

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Sociology has been my life's work for several decades. In the classroom and in the pages of my textbooks, I have tried to spark students' interest in the discipline by showing them its real-life implications. My aim has been to convince students that sociology is more than just another academic pursuit, an exercise in scholarship for the sake of scholarship. Sociology illuminates the world around us—our families, schools, neighborhoods, and other familiar institutions we have lived with all our lives. It puts into larger perspective our culture and our socialization—the way we come to be the way we are. Sociology makes us think deeply about the divide between ourselves and those of different races, classes, and ethnicities. It forces us to recognize the effects of power, technological advances, electronic media, and the increasingly rapid process of social change on our own lives. Sociology matters—to you, me, and everyone with a stake in the society we live in.

This concise volume stresses the same theme, in fewer pages and with fewer illustrations and study aids. *Sociology Matters* is intended for instructors who desire an especially short, relatively inexpensive introductory text. This text covers the essential content in *Sociology: A Brief Introduction*, Eighth Edition, in much the same depth. Its 11 chapters can be covered easily in a quarter- or semester-long course, together with other materials instructors might wish to add.

## Major Emphases

Like the brief eighth edition of *Sociology*, this volume includes comprehensive, balanced coverage of the major theoretical perspectives. Chapter 1 introduces, defines, and contrasts the functionalist, conflict, and interactionist perspectives as well as the increasingly important feminist approach. Later chapters use these distinctive viewpoints to explore topics such as deviance (Chapter 4); social stratification (Chapter 5); race and ethnicity (Chapter 6); gender (Chapter 7); social institutions (Chapters 8 and 9); population, communities, health, and the environment (Chapter 10); and social movements, social change, and technology (Chapter 11).

This volume also includes strong coverage of gender, race, ethnicity, and social class. Three entire chapters are devoted to these topics: Chapter 5, on stratification in the United States and global inequality; Chapter 6, on race and ethnicity; and Chapter 7, on gender. Related

discussions appear throughout the book. For instance, Chapter 3 examines race and gender as ascribed statuses; Chapter 4, racial profiling and the perceived seriousness of white-collar crime; Chapter 10, the connection between health and a person's social class, race, ethnicity, and gender; and Chapter 11, the role of gender in social movements.

Finally, this volume includes considerable cross-cultural coverage. Chapter 2 covers the development of culture around the world. Chapter 4 covers international crime rates. Chapter 5 treats social stratification from a global perspective, including coverage of world-systems analysis, dependency theory, modernization theory, the development of multinational corporations, and the global economy. Chapter 7 covers cross-cultural differences in gender roles. Chapter 8 takes a global view of the family. Chapter 10, which opens with a vignette on global population growth, treats global environmental issues. And Chapter 11 covers global social change.

## Special Features

This volume offers a variety of learning aids designed to help students understand and review basic concepts, including:

- Chapter outline
- Chapter-opening vignette with chapter overview
- Use Your Sociological Imagination sections, which prompt students to apply their knowledge of sociology to the world around them
- Tables and figures, some with sticker-style captions and Think About It questions
- Photographs and cartoons
- Online Learning Center icons, which alert students to relevant material on the book's companion website
- Boldfaced key terms
- *Sociology Matters* sections at the end of each chapter, which point out the relevance of a chapter's content to students' lives
- Numbered 10-point chapter summary
- End-of-chapter key terms list with page references
- End-of-book Appendix, "Careers in Sociology"
- End-of-book glossary with page references

## 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 pages xi–xv).

## CONTENT

- Thirteen new key terms have been added, along with expanded coverage: *dysfunction* (Chapter 1); *culture industry* and *culture war* (Chapter 2); *avatar* (Chapter 3); *social disorganization theory* (Chapter 4); *socioeconomic status (SES)* (Chapter 5); *color-blind racism* and *racial formation* (Chapter 6); *matrix of domination* and *multiple masculinities* (Chapter 7); *social institution* (Chapter 8); *microfinancing* (Chapter 9); and *global warming* (Chapter 10).
- Coverage of numerous other topics has been augmented or added, including: the contributions of Pierre Bourdieu (Chapter 1); Theodor Adorno's concept of the global culture industry (Chapter 2); cultural differences in nonverbal communication (Chapter 2); gender differences in networking (Chapter 3); virtual worlds such as Facebook and *Second Life* (Chapter 3); social disorganization theory (Chapter 4); labeling theory and sexual deviance (Chapter 4); the growing gap in household income between the rich and the poor in the United States (Chapter 5); global inequality (Chapter 5); White privilege (Chapter 6); women in the workforce of the United States (Chapter 7); the feminist perspective on religion (Chapter 8); the feminist view of education (Chapter 9); environmental problems and their effects on people's health (Chapter 10); and resistance to technology (Chapter 11).
- An Appendix, "Careers in Sociology," has been added at the end of the book.

## PEDAGOGY

- Twenty-eight Use Your Sociological Imagination exercises challenge students to apply what they have learned to their own life experiences.
- Eight new figures illustrate important sociological trends and developments.
- Seven new Think About It exercises.
- Five new chapter-opening passages spark student interest.
- Four new tables help students to make broad comparisons across time and across the globe.
- Four new cartoons highlight sociological issues.
- Three new Summing Up tables pull together coverage of the major theoretical perspectives.
- A new map shows average teachers' salaries by state.

## Supplements and Internet Resources

A wealth of complimentary teaching and learning resources is available to students and instructors who use *Sociology Matters*. Students will benefit from the free study aids and topical activities accessible to them

at McGraw-Hill's website, [www.mhhe.com/schaeferm4e](http://www.mhhe.com/schaeferm4e). Among these features are:

- Student self-quizzes
- Internet Connection
- Learning Objectives
- Flash Cards

Instructors can obtain copies of the *Reel Society* CD-ROM for their students by contacting their McGraw-Hill sales representative. To learn more, visit the *Reel Society* online web page at <http://mhhe.com/reelsociety>.

Instructors also have an Online Learning Center devoted to their needs. They may choose from the following resources:

- Instructor's Manual
- Computerized Test Bank
- Chapter PowerPoint slides

## What's New in Each Chapter?

### CHAPTER 1 THE SOCIOLOGICAL VIEW

- Chapter-opening passage: Earth Day on the Washington Mall as seen through the eyes of a sociologist
- Discussion of the sociological approach to the study of the 2007 shootings at Virginia Tech
- Updated examples of “commonsense” ideas proved false by sociological research, including beliefs about women's chattiness and the strain of wartime deployments on military marriages
- Subsection on Pierre Bourdieu
- Discussion of the functionalist perspective on the presence of gangs in prisons
- Expanded discussion of validity, with example
- Four Use Your Sociological Imagination exercises

### CHAPTER 2 CULTURE AND SOCIALIZATION

- Chapter-opening passage on the Mount Vernon, New York, police department's efforts to bridge the language barrier in police work
- Discussion of Theodor Adorno's concept of the global culture industry
- Discussion of the effects of the Navajo word for cancer on patients' attitudes toward recovery
- Discussion of cultural differences in nonverbal communication

- Discussion of universally understood facial expressions, with figure
- Section on global culture war
- Two examples of subcultures: (a) athletes who play the extreme sport of *parkour* and (b) employees who staff international call centers in India
- Expansion of the Summing Up table “Sociological Perspectives on Culture” to include the feminist perspective
- Summing Up table, “Mead’s Stages of the Self”
- Discussion of the isolation of Iraqi youths from their peers as a result of increased terrorism and crime
- Discussion of the social effects of cell phone use in developing countries

### CHAPTER 3 SOCIAL INTERACTION, GROUPS, AND SOCIAL STRUCTURE

- Example of role conflict: an assembly line worker promoted to the rank of supervisor
- Example of role strain: Navajo Nation police officers who practice Peacemaking, an alternative form of justice
- Discussion of gender differences in networking
- Subsection on virtual worlds such as Facebook and *Second Life*, including explanation of *avatars* and discussion of the use of virtual networks by college students and U.S. troops in the Middle East
- Summing Up table, “Comparison of the *Gemeinschaft* and *Gesellschaft*”
- Discussion of new avenues of research on formal organizations

### CHAPTER 4 DEVIANCE AND SOCIAL CONTROL

- Chapter-opening passage on the practice of self-injury
- Discussion of a follow-up to Milgram’s experiment on obedience in which the learner was treated differently based on his or her race
- Discussion of increasing reliance on technology as a form of social control, illustrated by the administrative response to the shootings at Virginia Tech
- Section on social disorganization theory
- Subsection on labeling theory and sexual deviance
- Expanded subsection on crime statistics, with new table, “National Crime Rate and Percentage Change”

## CHAPTER 5 STRATIFICATION IN THE UNITED STATES AND GLOBAL INEQUALITY

- Chapter-opening discussion of the income gap between the world's richest and poorest people
- Figure, "Household Income in the United States, 2006"
- Discussion of socioeconomic status (SES)
- Expanded discussion of the growing gap in household income between the rich and the poor in the United States, illustrated by a new pyramid graph with inset emphasizing the steep height of the top 0.5 percent of the distribution
- Discussion of the generational change in women's earnings relative to men's
- Expanded description of global inequality
- Figure, "World-Systems Analysis at the Beginning of the Twenty-First Century"
- Table, "Multinational Corporations Compared to Nations"
- Summing Up table, "Sociological Perspectives on Global Inequality"
- Two Use Your Sociological Imagination exercises

## CHAPTER 6 INEQUALITY BY RACE AND ETHNICITY

- Expanded discussion of White privilege
- Discussion of the process of racial formation
- Subsection on color-blind racism
- Two Use Your Sociological Imagination exercises

## CHAPTER 7 INEQUALITY BY GENDER

- Expanded chapter-opening discussion of the wage gap between men and women
- Updated discussion of the portrayal of women and men in children's books
- Discussion of the concept of multiple masculinities
- Discussion of the social construction of gender in West Sumatra, Indonesia
- Discussion of the feminist concept of the matrix of domination, with figure
- Updated subsection on the interactionist approach to gender, including new examples of "doing gender" and new research on cross-sex conversations

- Expanded coverage of women in the workforce of the United States, including (a) international comparisons and (b) a discussion of the percentage of men and women who take time off from work for family reasons, with figure
- Three Use Your Sociological Imagination exercises

## **CHAPTER 8 SOCIAL INSTITUTIONS: FAMILY AND RELIGION**

- Key term treatment of the term *social institution*
- Updated discussion of the recent decline in the divorce rate
- Subsection, “Feminist Perspective on Religion”
- Inclusion of the feminist perspective in Summing Up table, “Sociological Perspectives on Religion”
- Four Use Your Sociological Imagination exercises

## **CHAPTER 9 SOCIAL INSTITUTIONS: EDUCATION, GOVERNMENT, AND THE ECONOMY**

- Discussion of the Chinese government’s recent revision of China’s history curriculum
- Discussion of racial isolation in U.S. public schools
- Discussion of recent research on tracking of low-income students and their performance on advanced placement exams
- Subsection on the feminist view of education, including discussion of (a) the so-called gender gap in academic achievement in the United States and (b) gender disparities in education in developing countries
- Inclusion of the feminist perspective in Summing Up table, “Sociological Perspectives on Education”
- Map showing average salary for teachers by state
- Discussion of government censorship of Internet content as an example of the use of force
- Discussion of political discourse on the Internet as an illustration of pluralism
- Subsection on microfinancing
- Five Use Your Sociological Imagination exercises

## **CHAPTER 10 POPULATION, COMMUNITY, HEALTH, AND THE ENVIRONMENT**

- Figure, “Infant Mortality Rates in Selected Countries”
- Discussion of the increased death rate among people without health insurance

- Discussion of the link between health and economic mobility
- Updated introduction to environmental problems, with an emphasis on global warming and U.S. public opinion polls
- Discussion of political and military conflict over water resources
- Subsection on global warming, with cartoon
- Table, “Estimated Time for Each Successive Increase of 1 Billion People in World Population”
- Subsection on the environmental impact of globalization, including the creation of environmental refugees
- Examples of the interconnectedness of people, their health, and their environment
- Discussion of indigenous people’s demand for compensation in return for conservation of the rain forests
- Discussion of the beginning of the environmental justice movement in Warren County, North Carolina (1982)
- Four Use Your Sociological Imagination exercises

## CHAPTER 11 SOCIAL MOVEMENTS, SOCIAL CHANGE, AND TECHNOLOGY

- Chapter-opening passage on new technologies and the social change they bring
- Discussion of an Oxford University study of relative deprivation among militant extremists
- Expanded coverage of resistance to technology, including discussion of U.S. residents’ varying use of information and communications technologies, with table
- Discussion of criminal misuse of personal information
- Four Use Your Sociological Imagination exercises

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I have had the good fortune to be able to introduce students to sociology for many years. Those students have been enormously helpful in spurring my own sociological imagination. In ways I can fully appreciate but cannot fully acknowledge, their questions in class and queries in the hallway have found their way into this textbook.

**Richard T. Schaefer**

www.schaefersociology.net

schaefertr@aol.com

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## Academic Reviewers

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