

preface

Without a doubt, you have thought about sociological issues before opening this book. Have you or a childhood friend ever spent time in day care? Are your parents or a friend's parents divorced? Are you concerned about plagiarism or binge drinking on your campus? Did you need a student loan to attend college? Chances are you have been touched by most or all of these issues. If you are like most students, you've also spent a great deal of time thinking about your future career. If you major in sociology, what occupations can you choose from?

These are just some of the topics of immediate personal interest that are dealt with in this book. Sociologists also address broader issues, from bilingual education to the existence of slavery in the 21st century. Sociology includes the study of immigration, poverty, overpopulation, and the process and problems of growing old in different cultures. In the aftermath of disasters such as Hurricane Katrina and the terrorist attacks of September 11, 2001, sociologists have been called on to explain their social consequences—how they affected people of different ages, social classes, and racial and ethnic groups, and how our government responded. These topics, 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 study our own society and those of our global neighbors.

Making Sociology Relevant

Sociology examines and questions even the most familiar patterns of social behavior. It can help students to better understand their own lives and those of people from other cultures.

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. 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 the death penalty, welfare reform, racial profiling, gay marriage, and the AIDS crisis.

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, this text stresses the distinctive way in which sociologists examine human social behavior, and how their research can be used to understand the broader principles that guide our lives.

Sociology: A Brief Introduction was developed to meet the need for a concise introduction to the discipline, one that permits instructors to assign additional material or projects. The seventh edition brings the research into the 21st century and introduces a number of features designed to appeal to today's students. One thing that remains unchanged, however, is the steady focus on three especially important goals:

- **Comprehensive and balanced coverage of theoretical perspectives throughout the text.** Chapter 1 introduces, defines, and contrasts the functionalist, conflict, and interactionist perspectives. We explore their distinctive views of such topics as social institutions (Chapter 5), deviance (Chapter 7), the family (Chapter 12), education (Chapter 13), and health (Chapter 15). In addition, the feminist perspective is introduced in Chapter 1. Other theoretical approaches particular to certain topics are presented in later chapters. Summing Up tables at the end of these sections help students to grasp and compare the major theories.
- **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), welfare (Chapter 8), racial profiling (Chapter 10), and gay marriage (Chapter 12); chapter-opening excerpts on globalization in India (Chapter 9), the so-called Lipstick Jihad in Iran (Chapter 11), and the unequal childhoods of young people in the United States (Chapter 12); boxes on the shrinking middle class (Chapter 8), interracial and interethnic friendships (Chapter 10), naturally occurring retirement communities (Chapter 11), and domestic violence (Chapter 12); and sections on the social construction of race (Chapter 10), the social construction of gender (Chapter 11), and the informal economy (Chapter 14).
- **Emphasis on cross-cultural and global content throughout the book.** The seventh edition greatly extends coverage of globalization. Chapters 1, 9, and 16 provide expanded coverage of global terms and concepts, as well as of social, economic, and technological issues that increasingly influence cultural encounters around the world. A new world map, found on the inside front cover of the book, provides a quick guide to passages that consider sociological issues as they are manifested in other countries and in transnational encounters between businesses, states, and cultures. Among the topics examined are:
 - The global McDonaldization of society (Chapters 3 and 5).
 - The controversy over the Muslim headscarf in France (Chapter 4).

- The global reach of the media (Chapter 6).
- Transnational crime (Chapter 7).
- Poverty in the United States and Congo (Chapter 8).
- The borderlands between the United States and Mexico (Chapter 9).
- Global immigration (Chapter 10).
- Aging worldwide (Chapter 11).
- Arranged marriage in Asia, Africa, and the United States (Chapter 12).
- Religion in India (Chapter 13).
- The economic effects of globalization (Chapter 14).
- The brain drain (Chapter 15).
- Global social movements (Chapter 16).
- The impact of globalization on the environment (Chapter 16).

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 more current than all previous editions.

Special Features

Integrated Learning System

The text, the *Reel Society* Interactive Movie CD-ROM, and the Online Learning Center Web site work together as an integrated learning system to bring the theories, research findings, and basic concepts of sociology to life for students. Offering a combination of print, multimedia, and Web-based materials, this comprehensive system meets the needs of instructors and students with a variety of teaching and learning styles. The material that follows describes the many features of the text, CD-ROM, and Online Learning Center, as well as the supplementary materials that support those resources.

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-Opening Excerpts

The chapter-opening excerpts convey the excitement and relevance of sociological inquiry by means of lively passages from writings of sociologists and others who explore sociological topics. These excerpts are designed to expose students to vivid writing on a broad range of topics and to stimulate their sociological imaginations. For example, Chapter 1 opens with Barbara Ehrenreich's account of her experiment in survival as a low-wage worker, drawn from her best-selling book *Nickel and Dimed*. Chapter 3 begins with an excerpt from Juliet B. Schor's *Born to Buy: The Commercialized Child and the New Consumer*

Culture. And Chapter 5 opens with a description of Philip Zimbardo's now-classic mock prison study.

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Chapter Overview

The opening excerpt is followed by a chapter overview that provides a bridge between the opening excerpt and the content of the chapter. In addition, the overview poses questions and describes the content of the chapter in narrative form.

Research in Action

These sections present sociological findings on topics such as divorce, political apathy among young people, and naturally occurring retirement communities (NORCs).

Sociology in the Global Community

These sections provide a global perspective on topics such as aging, domestic violence, Al Jazeera, and the 2004 tsunami.

Social Inequality

These sections illustrate various types of social stratification. Featured topics include discrimination in employment, Native American casinos, and affirmative action.

Taking Sociology to Work

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

Sociology on Campus

These sections apply the sociological perspective to issues of immediate interest to today's students. Title IX, plagiarism, and financial aid are among the featured topics.

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. Five sections are new to this edition. All the Social Policy sections now present a global perspective. All close with a feature called Getting Involved, which refers students who want to become active in the debate to relevant material on the book's Web site.

Use Your Sociological Imagination

In the spirit of C. Wright Mills, these short, thought-provoking sections encourage students to apply the sociological concepts they have learned to the world around them. Through open-ended "what-if" questions, students step into the shoes of researchers, famous sociologists, and people of other cultures and generations.

xx Summing Up Tables

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Twenty-eight summary tables help students to grasp the main point, compare major sociological perspectives, and comprehend the differences between economic systems, types of cities, and forms of religious organization. From distinguishing between the *Gemeinschaft* and *Gesellschaft* to applying sociological theory to culture, race, or religion, readers will find these study aids invaluable.

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 on the inside front cover.

Think About It

Selected tables and figures include stimulating questions that prompt students to interpret the data and think about their deeper meaning. Students search for trends in the data, wonder about the underlying reasons for the trends, and apply the implications to their own lives.

Photo Essays

Seven photo essays enliven the text. Each begins with a question that is intended to prompt students to see some part of everyday life with new eyes—those of a sociologist. For instance, the essay in Chapter 1 asks “Are You What You Own?” and the essay in Chapter 7 asks “Who Is Deviant?” The photos and captions that follow suggest the answer to the question.

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.

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.

Self-Quizzes

Each chapter includes a 20-item quiz that allows students to test their comprehension and retention of core information presented in the chapter. Answers to the questions are presented at the end of the quiz.

Technology Resources

Suggested activities at the end of each chapter take students online to analyze pertinent social issues. Updates, exercises, and hyperlinks related to these Web-based activities are displayed on the book’s Web site (www.mhhe.com/schaefer7).

Inside Covers

The inside front cover features a new world map highlighting selected countries mentioned in the book. Page numbers indicate the relevant passages, many of which stress the effects of globalization in the United States and other countries. The inside back cover features two summary tables: one that highlights the book’s coverage of race, class, and gender and another that summarizes its applications of sociology’s major theoretical approaches.

What’s New in the 7th Edition?

The most important changes in this edition include the following (refer as well to the chapter-by-chapter list of changes on pages xxii–xxv and to the *Visual Preview* on pages xxvii–xxxii).

Content

- Coverage of globalization has been greatly expanded. The book now includes an entire chapter on global inequality (Chapter 9), featuring major sections on global poverty and the global divide between the West and developing nations. Chapter 16 offers expanded coverage of global issues, including global social movements, global social change, and the impact of globalization on the environment, as well as a Social Policy section on transnationals. A new *Sociology’s Global View* map on the inside front cover of this book highlights some of the many other passages related to globalization.
- Eight new chapter-opening excerpts, drawn from sociological writings, convey the excitement and relevance of sociological inquiry: *Paradise Laborers: Hotel Work in the Global Economy* by Patricia A. Adler and Peter Adler (Chapter 2); *Born to Buy: The Commercialized Child and the New Consumer Culture* by Juliet B. Schor (Chapter 3); *Growing Up Digital: The Rise of the Net Generation* by Don Tapscott (Chapter 6); *The Working Poor: Invisible in America* by David K. Shipler (Chapter 8); “Arnold Schwarzenegger, Ally McBeal and Arranged Marriages: Globalization on the Ground in India” by Steve Dorné (Chapter 9); *Lipstick Jihad: A Memoir of Growing Up Iranian in America and American in Iran* by Azadeh Moaveni (Chapter 11); *Unequal Childhoods: Class, Race, and Family Life* by Annette Lareau (Chapter 12); and *Diversity in the Power Elite: How It Happened, Why It Matters* by Richard L. Zweigenhaft and G. William Domhoff (Chapter 14).

- Five new Social Policy sections help students to apply sociological principles and theories to important social and political issues currently under debate by policymakers and the general public: The Death Penalty in the United States and Worldwide (Chapter 7); Universal Human Rights (Chapter 9); Racial Profiling (Chapter 10); Global Offshoring (Chapter 14); and Transnationals (Chapter 16).
- A new photo essay—How Does Television Portray the Family?—helps to spark students' interest in sociology.

Pedagogy

- Eight new Summing Up tables help to pull together coverage of the major theoretical perspectives.
- Eight new U.S. and world maps illustrate important sociological trends and developments.
- Twenty-six new boxes cover a wide selection of topics, including road rage, arranged marriage, Native American casinos, adolescent sexual networks, social class and financial aid, and the contrast between Appalachian poverty and Congolese affluence.
- At the end of every chapter, a 20-item self-quiz allows students to test their comprehension and retention of core information presented in the chapter. Answers to the questions are presented at the end of the quiz.
- On the inside front cover, a world map highlights selected countries mentioned in the book. Page numbers indicate the relevant passages, many of which stress the effects of globalization.

Supplements

- **Audio Abridgement CD Set for Study and Review.** The Audio Abridgement CD Set is an abridged, spoken version of *Sociology: A Brief Introduction*, seventh edition. Developed with today's multitasking students and instructors in mind, this "book on tape" was designed to serve as a tool for review while commuting, working out, or just sitting down to study. Each chapter runs approximately 15 minutes and focuses on key chapter concepts. The chapter summaries from the text served as the framework for this abridgement.
- **NBC News Archive Lecture Launcher VHS Video and DVD.** A fourth NBC videotape is available with the seventh edition. This 60-minute video, along with three earlier volumes, offers brief clips (5–10 minutes each) from NBC News and *The Today Show* that dramatize sociological concepts, serve as lecture launchers, and generate class discussion. The new NBC video clips, along with some of the clips that have appeared in earlier volumes, are now available in DVD format.

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

- Discussion of how sociologists and other social scientists study events such as Hurricane Katrina, with map: "Poverty Rate in Hurricane Katrina Disaster Area."
- Discussion of the functionalist perspective on cow worship in Indian society.
- Updated discussion of the feminist perspective.
- Discussion of the interactionist perspective on the new NBA dress code, with figure: "Enforcing Symbols: The NBA Dress Code."
- Use of Elijah Anderson's work to illustrate how a sociologist's theoretical viewpoint guides research.
- Section on applied and clinical sociology, including discussion of new research on illegal drug use and the spread of HIV/AIDS.
- "Thinking Globally" section, with key-term treatment of globalization.
- Sociology in the Global Community box: "The Global Response to the 2004 Tsunami."
- Discussion of the radically different survival rates of men and women in the 2004 tsunami.
- Appendix on careers in sociology, with two figures: "Sociology Degrees Conferred in the United States by Gender" and "Occupational Fields of Sociology BA/MA Graduates."

Chapter 2: Sociological Research

- Chapter-opening excerpt from *Paradise Laborers: Hotel Work in the Global Economy*, by Patricia A. Adler and Peter Adler.
- Expanded discussion of independent versus dependent variables, with new example.
- Social Inequality box: "Researching Privilege and Discrimination in Employment," with figure.
- Research in Action box: "What's in a Name?" with figure.
- Two "Use Your Sociological Imagination" exercises.
- Discussion of content analysis of gender differences in the use of sexually explicit language, with photo.
- Appendix: "Using Statistics, Tables, and Graphs," with figure and table.
- Appendix: "Writing a Research Report."

Chapter 3: Culture

- Chapter-opening excerpt from Juliet B. Schor, *Born to Buy: The Commercialized Child and the New Consumer Culture*.

- Discussion of the trends toward coffee drinking and consumerism in non-Western societies as an example of globalization, with photo.
- Sociology in the Global Community box: “Cultural Survival in Brazil.”
- Discussion of gendered speech, illustrated by the Lakota dialect.
- Discussion of cross-cultural studies of values.
- Discussion of New York City sanitation workers’ argot.
- Discussion of the new subculture that has developed in India among employees at international call centers, with photo.
- Updated Social Policy section on bilingualism, with discussion of legislative proposals regarding treatment of undocumented workers.

Chapter 4: Socialization

- New chapter-opening poster: Shoppers in Bangalore stroll past a Jockey billboard.
- Discussion of Genie, a neglected 13-year-old discovered in 1970, with sketch she did at age 18.
- Discussion of the prolonged transition from adolescence to adulthood in the United States.
- Taking Sociology to Work box: Rakefet Avramovitz, Program Administrator, Child Care Law Center.
- Discussion of the strains on adolescent peer groups in wartime Iraq.
- Figure: “How Young People Use the Media.”
- Expansion of the subsection on the state to include religion.

Chapter 5: Social Interaction, Groups, and Social Structure

- Shortens and combines Chapters 5 and 6 from brief sixth edition.
- Relation of Zimbardo’s prison study to the Abu Ghraib prison scandal in Iraq.
- Discussion of the role strain Navajo Nation police officers experience in their contacts with conventional law-enforcement officials.
- Research in Action box: “Adolescent Sexual Networks,” with network chart.
- Discussion of blogging by U.S. soldiers and Iraqis as a form of electronic networking.
- Sociology in the Global Community box: “McDonald’s and the Worldwide Bureaucratization of Society.”
- Discussion of how electronic communication is contributing to the fragmentation of work.

Chapter 6: The Mass Media

- Chapter-opening excerpt from *Growing Up Digital: The Rise of the Net Generation* by Don Tapscott.

- Photo Essay: “How Does Television Portray the Family?”
- Discussion of a new children’s television program in Gaza, sponsored by Hamas.
- Section on media monitoring.
- Discussion of a UNESCO proposal to combat the homogenizing effect of the media.
- Discussion of audience networks, with figure: “Two Audience Networks.”
- Discussion of the social implications of *egocasting*—individual management of media exposure through the Internet.
- Summing Up table: “Sociological Perspectives on the Mass Media.”
- Updated Sociology in the Global Community box: “Al Jazeera Is on the Air.”

Chapter 7: Deviance and Social Control

- Discussion of the Abu Ghraib prison scandal in connection with conformity and obedience.
- Discussion of new research on routine activities theory.
- Research in Action box: “Labeling Behavior as a Crime: Road Rage,” with cartoon.
- Discussion of new research on the connection between crime and social inequality.
- New section on transnational crime, including key-term treatment and table.
- Table: “U.S. Crime Rates.”
- Social Policy section on the death penalty, with figure: “Executions by State.”

Chapter 8: Stratification and Social Mobility in the United States

- Separate chapter on stratification in the United States—splits old Chapter 9 in two.
- Chapter-opening excerpt from David K. Shipler, *The Working Poor: Invisible in America*.
- Research in Action box: “The Shrinking Middle Class.”
- Updated discussion of the real value of the minimum wage, with figure: “U.S. Minimum Wage Adjusted for Inflation, 1950–2005.”
- Sociology in the Global Community box: “It’s All Relative: Appalachian Poverty and Congolese Affluence.”
- Updated discussion of the accuracy of the federal government’s definition of poverty.
- Discussion of the effect of social class on people’s vulnerability to natural disasters, such as Hurricane Katrina.
- Sociology on Campus box: “Social Class and Financial Aid.”
- Discussion of Latino household wealth versus White household wealth.

Chapter 9: Global Inequality

- Separate chapter on global inequality—expands coverage in old Chapter 9.
- Chapter-opening excerpt from “Arnold Schwarzenegger, Ally McBeal and Arranged Marriages: Globalization on the Ground in India,” By Steve Derné.
- Section, “The Global Divide,” with figure, “Fundamental Global Inequality.”
- Subsection, “Worldwide Poverty,” with Mapping Life Worldwide map, “Poverty Worldwide.”
- Sociology in the Global Community Box: “Cutting Poverty Worldwide.”
- Subsection, “Modernization.”
- Sociology in the Global Community box: “The Global Disconnect,” with table, “Network Readiness Index.”
- Summing Up table: “Three Approaches to Global Inequality.”
- Expanded section, “Stratification within Nations: A Comparative Perspective,” with two new subsections, “Distribution of Wealth and Income” and “Social Mobility,” and new figure, “Distribution of Income in Nine Nations.”
- Social Inequality box: “Stratification in Japan.”
- Social Policy section on universal human rights.

Chapter 10: Racial and Ethnic Inequality

- Discussion of discriminatory classified ads posted on Craigs list.org and Roommate.com.
- Research in Action box: “Interracial and Interethnic Friendships.”
- Summing Up table: “Sociological Perspectives on Race.”
- Section, “Impact of Global Immigration.”
- Social Inequality box: “Native Americans Gamble on Gaming.”
- Section on Arab Americans.
- Social Policy section on racial profiling.

Chapter 11: Stratification by Gender and Age

- Opening excerpt from *Lipstick Jihad: A Memoir of Growing Up Iranian in America and American in Iran* by Azadeh Moaveni.
- Summing Up table: “Sociological Perspectives on Gender.”
- Sociology in the Global Community box: “The Head Scarf and the Veil: Complex Symbols.”
- Discussion of gender inequality in various industrial nations, with figure.
- Expanded discussion of comparative compensation of women and men in the United States.
- Discussion of research on voluntary leave time for women versus men, with figure.

- Major section, “Aging throughout the Life Course,” with three subsections: “The Sandwich Generation,” “Adjusting to Retirement,” and “Death and Dying.”
- Research in Action box: “Naturally Occurring Retirement Communities (NORCs).”

Chapter 12: The Family and Intimate Relationships

- Chapter-opening excerpt from Annette Lareau, *Unequal Childhoods: Class, Race, and Family Life*.
- Photo essay: “What is a Family?” featuring photos from Uwe Ommer, *1000 Families*.
- Updated figure: “U.S. Households by Family Type, 1940–2010.”
- Research in Action box: “Arranged Marriage, American-Style.”
- Discussion of *ala kachuu*, the kidnapping of brides in Kyrgyzstan.
- Updated treatment of single-parent families.
- Updated figure: “Trends in Marriage and Divorce in the United States, 1920–2004.”
- Updated Social Policy section on gay marriage, with updated Mapping Life Nationwide map, “Discriminatory Marriage and Anti-Gay Discrimination Laws.”

Chapter 13: Religion and Education

- Discussion of the nonreligious segment of the population.
- Research in Action box: “Income and Education, Religiously Speaking,” with two-part figure.
- Figure: “Religious Participation in Selected Countries, 1981 and 2001.”
- Research in Action box: “Islam in the United States,” with photo.
- Updated discussion of use of the Internet for religious purposes.
- Updated case study, “Religion in India,” including discussion of Hindu tolerance of cloning and stem cell research as a factor in India’s leadership in biotechnology.
- Expanded figure: “Percentage of Adults Ages 25 to 64 Who Have Completed Higher Education.”
- Discussion of the recent decline in the number of foreign students in the United States.
- Updated Social Policy section on religion in the schools, including key-term treatment of *intelligent design* and a new cartoon.

Chapter 14: Government and the Economy

- Devoted entirely to government and the economy (coverage of the environment moved to Chapter 16).

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- Chapter-opening excerpt from Zweigenhaft and Domhoff (2006), *Diversity in the Power Elite: How It Happened, Why It Matters*.
- Summing Up table: “Characteristics of the Three Major Economic Systems.”
- Updated case study of capitalism in China, with new figure, “World’s Largest Economies, 2020,” and discussion of government censorship of the Internet.
- Section on types of government (monarchy, oligarchy, dictatorship, totalitarianism, and democracy).
- Subsection, “Race and Gender in Politics,” with figure, “Women in National Legislatures, Selected Countries, 2006.”
- Sociology in the Global Community box: “Gender Quotas at the Ballot Box.”
- Social Inequality box: “Affirmative Action,” with cartoon.
- Social Policy section on global offshoring.

Chapter 15: Population, Communities, and Health

- Updated Sociology in the Global Community box: “Population Policy in China.”
- Mapping Life Worldwide map: “Global Urbanization, 2015 (projected).”
- Discussion of depopulation and economic stagnation in the northern Rockies and Western Great Plains.
- Social Inequality box: “To Inform or Not to Inform? How Race and Ethnicity Affect Views of Patient Autonomy.”
- Summing Up table: “Sociological Perspectives on Health and Illness.”
- Taking Sociology to Work box: “Jess Purmort, Research Assistant, New York Academy of Medicine.”
- Social Policy section on the AIDS crisis (moved from Chapter 5), with updated Mapping Life Worldwide map: “Adults and Children Living with HIV/AIDS.”

Chapter 16: Globalization, the Environment, and Social Change

- Includes coverage of the environment (moved from Chapter 14).
- Chapter-opening excerpt from *Ruling the Waves: Cycles of Discovery, Chaos, and Wealth from the Compass to the Internet* by Debora L. Spar.
- Discussion of global social movements.
- Sociology in the Global Community box: “A New Social Movement in Rural India.”
- Table: “The United States: A Changing Nation.”
- Summing Up table: “Sociological Perspectives on Social Change.”
- Expanded section on global social change.

- Subsection on the environmental impact of globalization.
- Updated subsection on environmental justice.
- New Social Policy section on transnationals, with Mapping Life Worldwide map: “Labor Migration.”

Support for Instructors and Students

Print Resources

Annotated Instructor’s Edition An annotated instructor’s edition (AIE) of the text, prepared by Rebecca Matthews, Ph.D. Sociology, Cornell University, offers page-by-page annotations to assist instructors in using textbook material.

Study Guide The study guide, prepared by Rebecca Matthews, Ph.D. Sociology, Cornell University, includes standard features such as detailed key points, definitions of key terms, multiple-choice questions, fill-in questions, and true–false questions. 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.

In addition to the questions in the study guide, students can test their mastery of the subject matter by taking the end-of-chapter self-quizzes and the quizzes on the *Reel Society* CD-ROM and the Online Learning Center Web site. Students therefore have four different sets of questions to draw on for review.

Primis Customized Readers An array of first-rate readings are 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.

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 Web site at www.dushkin.com.

Digital and Video Resources

Audio Abridgement CD Set For Study and Review

The Audio Abridgement CD Set is an abridged, spoken version of *Sociology: A Brief Introduction*, seventh edition. Developed with today’s multitasking students and instructors in mind, this “book on tape” was designed to be a tool for review while commuting, working out, or just sitting down to study. Each chapter runs approximately 15 minutes and focuses on key chapter concepts. The chapter summaries from the text served as the framework for the abridgement.

NBC News Archive Lecture Launcher VHS Videotapes and DVD Three 60-minute VHS videotapes feature brief clips (5–10 minutes each) from *NBC News* and the *Today Show*

that dramatize sociological concepts, serve as lecture launchers, and generate class discussion. Each is accompanied by a guide that is available on the Online Learning Center Web site (www.mhhe.com/schaefer7). The new NBC video clips, along with some of the clips that have appeared in earlier volumes, are now available in DVD as well as VHS format.

PageOut: The Course Web Site Development Center

All online content for *Sociology*, seventh edition, is supported by WebCT, eCollege.com, Blackboard, and other course management systems. Additionally, McGraw-Hill's PageOut service is available to get you and your course up and running online in a matter of hours, at no cost. PageOut was designed for instructors just beginning to explore Web options. Even the novice computer user can create a course Web site with a template provided by McGraw-Hill (no programming knowledge necessary). To learn more about PageOut, ask your McGraw-Hill representative for details, or visit www.mhhe.com/pageout.

eInstruction: The Classroom Performance System

The Classroom Performance System (CPS) is a wireless response system that allows instructors to receive immediate feedback from students. CPS units include easy-to-use software for instructors' use in creating questions and assessments and delivering them to students. The units also include individual wireless response pads for students' use in responding. Suggested questions, prepared by Rebecca Matthews, Ph.D. Sociology, Cornell University, appear on the Instructor's Edition of the Schaefer Web site, www.mhhe.com/schaefer7, and on the Instructor's Resource DVD-ROM. CPS also runs alongside the PowerPoint slides that supplement Schaefer's *Sociology: A Brief Edition*. For further details, go to www.mhhe.com/einstruction.

Reel Society: Interactive Movie CD-ROMs, Version 2.0



This two-disk set features an interactive movie that demonstrates the sociological imagination through the use of actors and scenarios involving campus life. The program allows students to interact with the concepts described in the textbook in a relevant and meaningful context. Students are asked to take on the role of one of the characters and influence key plot turns by making choices for the character. A wide variety of issues and perspectives (such as culture, socialization, deviance, inequality, race and ethnicity, social institutions, and social change) are addressed in order to relate major sociological concepts and theories to the students' lives. There are also interactive quiz questions on the CDs. These CD-ROMs, a breakthrough in the use of media to teach introductory sociology students, can serve as an integral companion to the book. An instructor's guide to using the CD-ROMs, written by Rebecca Matthews, is available as well as on the Instructor's Resource DVD-ROM.

John Tenuto of College of Lake County (in Illinois) served as the academic consultant throughout the development of this program. The script for *Reel Society* was reviewed by the following instructors: Jan Abu Shakrah, Portland Community College;

Grant Farr, Portland State University; Rebecca Matthews, Ph.D. Sociology, Cornell University; Kenneth L. Stewart, Angelo State University (in Texas); and Cheryl Tieman, Radford University (in Virginia). In addition, students from George Mason University in Virginia offered their reactions to the script during a focus group.

There are several ways for instructors and students to use *Reel Society*. Students can follow the storyline from start to finish or choose only those scenes for a given chapter or topic. In either case, the movie segments are augmented by a robust array of review and assessment features, including self-quizzes. Instructors are provided with their own version of *Reel Society*, which allows them to choose which of the program's review features to show in class, if any. Additional quizzes and critical thinking activities are located on the *Reel Society* Web site, and instructors will find test questions related to the movie on the Instructor's Resource DVD-ROM. *Reel Society* video clips with accompanying questions are also included on the book's Web site.

Online Learning Center Web Site

The Online Learning Center Web site that accompanies this text (www.mhhe.com/schaefer7) offers a rich array of resources for instructors and students, which were developed by Lynn Newhart of Rockford College in Illinois and Rebecca Matthews. Here you will find the author's audio introductions to each chapter, as well as interactive quizzes and maps, social policy exercises, PowerPoint slides, census updates, chapter glossaries, vocabulary flash cards, video clips, additional information about the chapter-opening excerpts and their authors, diagnostic midterm and final exams, links to the book's Internet exercises, and other resources. You can use any of the material from the Online Learning Center in a course Web site that you create using PageOut.

PowerPoint Slides Adopters of *Sociology* can also receive a set of more than 600 PowerPoint slides developed especially for this edition by Richard T. Schaefer and Gerry Williams. The slides are included on the Instructor's Resource DVD-ROM (described below) and in the Instructor's Edition of the Online Learning Center Web site. The set includes bulleted lecture points, graphs, and maps, and video clips. Instructors are welcome to generate overhead transparencies from the slides if they wish to do so.

Instructor's Resource DVD-ROM with Computerized Test Bank

This DVD-ROM includes the contents of the Instructor's Resource Manual, a test bank in computerized and Word formats, the instructor's guide to the *Reel Society* CD, and PowerPoint slides for instructors' convenience in customizing multimedia lectures. The Instructor's Resource Manual, prepared by Richard T. Schaefer, Clayton Steenberg of Arkansas State University, and Rebecca Matthews, Ph.D. Sociology, Cornell University, provides sociology instructors with detailed chapter outlines, learning objectives, 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. Media materials are suggested for each chapter, including videotapes and films. The test bank was written by Clayton Steenberg of Arkansas State University and Rebecca Matthews, Ph.D. Sociology, Cornell University. Multiple-choice and true–false questions are included 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 questions.

McGraw-Hill's EZ Test is a flexible and easy-to-use electronic testing program. The program allows instructors to create tests from book-specific items. It accommodates a wide range of question types, and instructors may add their own questions. Multiple versions of the test can be created, and any test can be exported for use with course management systems such as WebCT, BlackBoard, or PageOut. EZ Test Online is a new service that gives you a place to easily administer your EZ Test–created exams and quizzes online. The program is available for Windows and Macintosh environments.

Primis Online Professors can customize this book by selecting from it only those chapters they want to use in their courses. Primis Online allows users to choose and change the order of chapters, as well as to add readings from McGraw-Hill's vast database of content. Both custom-printed textbooks and electronic eBooks are available. To learn more, contact your McGraw-Hill sales representative, or visit our Web site at www.mhhe.com/primis/online.

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This edition continues to reflect many insightful suggestions made by reviewers of the first nine hardcover editions and the six paperback brief editions. The current edition has benefited from constructive and thorough evaluations provided by sociologists from both two-year and four-year institutions. These include Dale Anderson, University of Memphis; Andrew Cho, Tacoma Community College; Richard Davin, Riverside Community College; Nancy Greenwood, Indiana University–Kokomo; Garrett Jones, Oklahoma State University; James Knapp, SE Oklahoma State University; Diane Pike, Augsburg College; Ralph Pyle, Michigan State University; John Rice, University of North Carolina, Wilmington; and John Zipp, University of Akron.

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