



THIRD
EDITION

Sociology

EXPERIENCING
A CHANGING SOCIETY

GEORGE RITZER • KENNETH C. W. KAMMEYER • NORMAN R. YETMAN

THIRD EDITION

*Sociology:
Experiencing a
Changing Society*

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Allyn and Bacon, Inc.

BOSTON • LONDON • SYDNEY • TORONTO

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LIBRARY OF CONGRESS CATALOGING-IN-PUBLICATION DATA

Ritzer, George.

Sociology, experiencing a changing society.

Bibliography: p.

Includes index.

1. Sociology. 2. Social change. 3. United States—Social conditions.

I. Kammeyer, Kenneth C. W. II. Yetman, Norman R., 1938–

III. Title. HM51.R46 1987 301 86-25927

ISBN 0-205-08976-3

Managing Editor: Bill Barke

Series Editor: Judy Shaw

Production Administrator: Rowena Does

Senior Editorial Assistant: Alicia Reilly

Cover Administrator: Linda Dickinson

Manufacturing Buyer: William Alberti

Text Designer: Nancy Murphy/East of the Sun

Photo Researcher: Laurel Anderson/Photosynthesis

Cover Designer: Design Ad Cetera

Printed in the United States of America.

10 9 8 7 6 5 4 3

91 90 89 88

Preface

THE third edition of this text has been updated substantially with new sociological research, more recent data, and more contemporary examples. In addition, and more importantly, it has been dramatically reorganized to reflect the traditional structure of introductory sociology courses. Surveys of instructors of introductory sociology indicated that while previous editions of this book covered the topics ordinarily dealt with in that course, the book did not deal with the topics in the order and in the pattern that is most familiar. We have completely restructured this edition so that it is in line with the expected pattern.

In Part One there is a new “streamlined” chapter on theory (2) and an entirely new chapter on research methods (3). These introductory chapters are followed by a new chapter on culture (4) and a newly reorganized chapter describing the range of sociology from the social individual to the larger society (5). Chapters on organizations (6), socialization (7), and deviance and social control (8) round out Part One.

Part Two is devoted to inequalities in societies, beginning with a chapter on social stratification (9). Two additional chapters, one on gender inequality (10) and the other on racial and ethnic inequality (11), complete Part Two.

Part Three is devoted to the major institutions of societies. In addition to chapters on the family (12), education (13), economy and work (14), religion (16), politics (17), and sport and science (18), there is an entirely new chapter on health

and medicine (15), written by medical sociologist William C. Cockerham.

Part Four is devoted to social change and includes chapters on population processes (19) and urbanization (20). The book closes with a completely new chapter (21), “Social Change, Social Movements, and Collective Behavior,” written by Robert H. Lauer, a recognized expert on these subjects.

Previous editions have featured the personal experiences of people living in a changing society. That theme has received greatly expanded treatment in the third edition. The text, as before, includes many first-person quotations; in addition, all boxed material (and there are nearly 50 such boxes) emphasizes personal experiences.

Personal experiences in the lives of major *sociological theorists* give them a more human dimension. For example, readers will be intrigued by the abrasive style and turbulent life of C. Wright Mills; they will understand the work of Max Weber better when they see how he was torn between his mother’s religious fundamentalism and his father’s hedonism.

Personal experiences of *sociological researchers* are presented in parallel boxes. In many cases we have the first-person accounts of noted sociologists describing some little known, or behind-the-scenes, aspects of their research. William Foote Whyte tells how he was nearly attacked in a hotel bar by a fellow escorting two young women, who did not understand that Whyte only wished to get acquainted with the people of “Cornerville.”

In another research box, Jack Haas describes the total fear he felt as he walked the steel girders of a construction site in his participant observer study of high "ironworkers."

Personal experiences in a changing social world round out the boxed material. For example, a box in Chapter 8, "Deviance and Social Control," deals with the ways in which the obese in American society are made to feel stigmatized and deviant. In Chapter 4, "Culture," a box deals with the difficulties of an American advertising executive who, in order to sell an American baking product in Japan, had to comprehend that the purity of rice is a subtle, but significant, feature of Japanese culture.

This edition retains our long-standing commitment to a readable presentation of solid sociology. It is our hope that bringing out the "human" side of sociology through the personal experiences of people in a changing society, as well as through the personal experiences of sociologists as they do their work, will make this book interesting. But while our aim is to make the text interesting, we have never lost sight of the need to introduce our readers to the basics of sociology—theory, methods, and research.

ACKNOWLEDGMENTS

It is once again a pleasure to thank the many people who have helped us as we prepared the third edition of this book. At a general level, we wish to express our appreciation to the many sociologists and their students who have used the first two editions and have thus supported our work into the third edition. Many who have used the earlier editions have given us the benefit of their thoughtful critiques and suggestions. We especially note in this regard the undergraduate students in our own classes, who have told us in a variety of ways what they like and what they do not like. We have tried to listen. Also, a number of graduate instructors at the University of Maryland adopted the second edition for their classes, and they have reported back to us on their own and their students' reactions. Among

them, we wish to thank April Brayfield, David Geiger, Sheela Singh, and Elizabeth Bamberger.

We wish to give a special acknowledgment to several people who made important writing contributions to this edition. We are especially indebted to Bill Cockerham and Bob Lauer for agreeing to write Chapter 15 ("Health and Medicine") and Chapter 21 ("Social Change, Social Movements, and Collective Behavior") respectively. Both completed well-written chapters in a timely fashion and willingly carried out whatever revisions and additions we requested. It was a pleasure to work with two such topnotch professionals. We also appreciate the efforts of the three sociologists who helped us revise existing chapters. Roger Barnes, University of Texas-San Antonio, contributed to Chapter 17, "Politics"; Richard Krannich, Utah State University, revised Chapter 20, "Urbanization and City Life"; and Bob Rucker, The University of Nevada-Las Vegas, contributed to Chapter 9, "Social Stratification." We thank these three for their efforts and the contributions they made.

Many of our other sociological colleagues have given us help, information, materials, and other kinds of support as we worked on this edition. We especially want to thank Barbara Altman, Bob Antonio, Sharon Baxter, Daryl Evans, Kurt Finsterbusch, John Fleishman, Debra Friedman, William Hanna, Glen Harper, Bob Hirzel, Anne Imamura, Robert Alun Jones, Janet Lee, Joe Lengermann, Barbara Meeker, Tim Miller, Dianne E. Mlodozieniec, John Robinson, Mady Segal, Matt Snipp, and Joey Sprague.

We also wish to thank Alex Von Cube, of the Population Reference Bureau, for supplying a variety of demographic materials, thus giving us the most up-to-date population data available. The courtesy and cooperativeness of Alex and other Bureau personnel are greatly appreciated.

As we started the planning for the third edition, a number of our sociological colleagues helped us by completing questionnaires in which they evaluated the second edition and its component parts. Their responses and suggestions were carefully studied and thoroughly discussed. By taking the time to complete our questionnaire, these teachers of sociology have had an impor-

tant influence on the structure and content of this new edition.

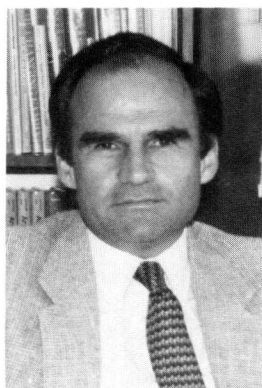
As we undertook the writing for this edition, the drafts of most chapters were submitted to sociological reviewers. We have tried to follow as many of their suggestions and to respond to as many of their criticisms as possible. We thank all of the following reviewers for their time and, more importantly, for their thoughtful comments:

Michael Allen, Washington State University; George Bridges, University of Washington; Brent Bruton, Iowa State University; Sheila Cordray, Oregon State University; Scott Frey, Kansas State University; Debra Friedman, University of Arizona; Andre Hammond, Indiana State University; Carla Howery, ASA; Laura Kramer, Montclair State College; Rick Krannich, Utah State University; Bob Lovely, Indiana University N.W.; Raymond O'Connor, Holyoke Community College; Fred Pampel, University of Iowa; Loren Reichert, University of Nevada; James Saught, Loyola Marymount University; Steve Stack, Auburn University; Ann Sungren, Tacoma Community College; Samuel Surace, UCLA; Al Williams, University of Nebraska at Lincoln.

Among our many friends at Allyn and Bacon we especially want to thank our editor, Judy Shaw, for her tireless efforts to make this edition the best ever. Judy has been an active and creative force in this edition. In saying this, we are pointing out that she has done much more than just the required technical and administrative tasks connected with production. We also need to thank her predecessor, Al Levitt, who worked with us on previous editions and whose impact continues to be felt in this one. Rowena Dore is owed much gratitude for overseeing the final production of this book with great care and concern. Other Allyn and Bacon staff members who contributed importantly to this edition are Allen Workman and Jerry Higgins.

Miriam Clasby, as copyeditor, provided a number of interesting ideas and suggestions, in addition to making the necessary and important corrections and modifications to our manuscript drafts. She good-naturedly dealt with our stylistic differences and grammatical shortcomings, and we commend and thank her for her excellent work.

George Ritzer

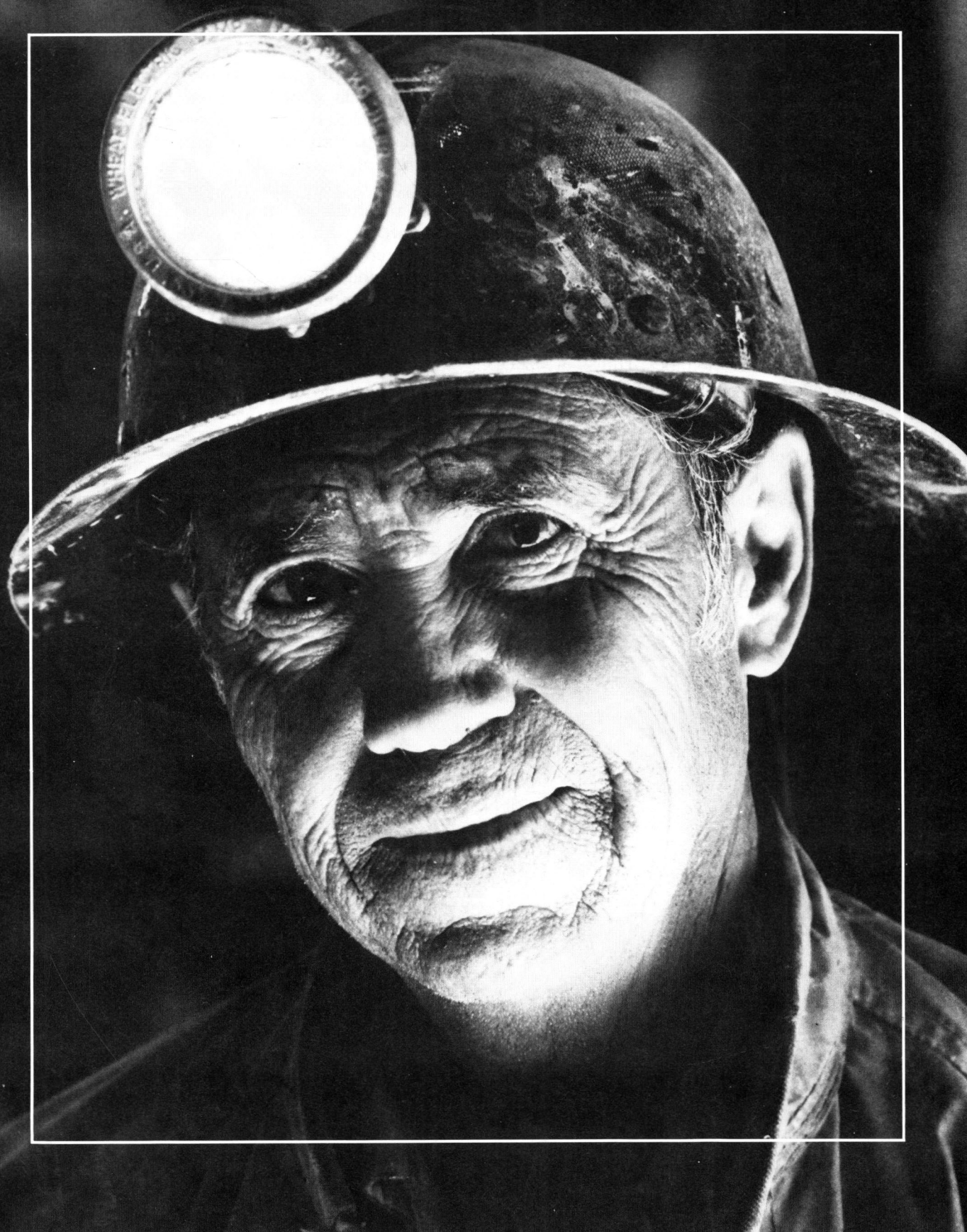


Kenneth C. W. Kammeyer



Norman R. Yetman





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