



SEVENTH EDITION

# INTRODUCTION TO SOCIOLOGY

ANTHONY GIDDENS / MITCHELL DUNEIER /  
RICHARD P. APPELBAUM / DEBORAH CARR /





# INTRODUCTION TO SOCIOLOGY

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SEVENTH EDITION

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## P R E F A C E

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e wrote this book with the belief that sociology plays a key role in modern intellectual culture and occupies a central place within the social sciences. We have aimed to write a book that combines classic theories of sociology with new cutting-edge studies and examples from real-life that reveal the basic issues of interest to sociologists today. In some places, we attempt to introduce the reader to a subject through the use of ethnographies written for this book. The book does not introduce overly sophisticated notions; nevertheless, ideas and findings drawn from the cutting edge of the discipline are incorporated throughout. We hope it is a fair and nonpartisan treatment; we endeavored to cover the major perspectives in sociology and the major findings of contemporary American research in an evenhanded, although not indiscriminate, way.

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### Major Themes

The book is constructed around a number of basic themes, each of which helps give the work a distinctive character. One of the central themes is the **micro and macro link**. At many points in the book, we show that interaction in micro-level contexts affects larger social processes and that such macro-level processes influence our day-to-day lives. We emphasize that one can better understand a social situation by analyzing it at both the micro and macro levels.

A second theme of the book is that of the **world in change**. Sociology was born of the transformations that wrenched the industrializing social order of the West away from the ways of life characteristic of earlier societies. The world created by these changes is the primary object of concern of sociological analysis. The pace of social change has continued to accelerate, and it is possible that we stand on the threshold of transitions as significant as those that occurred in the late eighteenth and nineteenth centuries. Sociology has prime responsibility for charting the transformations of the past and for grasping the major lines of development taking place today. To support this theme, visual sociologist, John Grady, has created new “World in Change” photo essays in eleven chapters, which use drawn art and photographs to explore the implications of large-scale social change on individual lives.

Another fundamental theme of the book is the **globalization of social life**. For far too long, sociology has been dominated by the view that societies can be studied as independent entities. But even in the past, societies never really existed in isolation. In current times, we can see a clear acceleration in processes of global integration. This is obvious, for example, in the expansion of international trade across the world. The emphasis on globalization also connects closely with the weight given to the interdependence of the industrialized and developing worlds today.

The book also focuses on the importance of **comparative study**. Sociology cannot be taught solely by understanding the institutions of any one particular society. Although we have slanted the discussion toward the United States, we have also balanced it with a rich variety of materials drawn from other cultures. These include research carried out in other Western countries as

well as in Russia and eastern European societies, which are currently undergoing substantial changes. The book also includes much more material on developing countries than has been usual in introductory texts. In addition, we strongly emphasize the relationship between sociology and anthropology, whose concerns overlap comprehensively. Given the close connections that now mesh societies across the world and the virtual disappearance of traditional social systems, sociology and anthropology have increasingly become indistinguishable.

A fifth theme is the necessity of taking a **historical approach** to sociology. This involves more than just filling in the historical context within which events occur. One of the most important developments in sociology over the past few years has been an increasing emphasis on historical analysis. This should be understood not solely as applying a sociological outlook to the past but as a way of contributing to our understanding of institutions in the present. Recent work in historical sociology is discussed throughout the text and provides a framework for the interpretations offered in the chapters.

Throughout the text, particular attention is given to issues of **social class, gender, and race**. The study of social differentiation is ordinarily regarded as a series of specific fields within sociology as a whole—and this volume contains chapters that specifically explore thinking and research on each subject (Chapters 8, 10, and 11, respectively). However, questions about gender, race, and class relations are so fundamental to sociological analysis that they cannot simply be considered a subdivision. Thus many chapters contain sections concerned with the ways that multiple sources of social stratification shape the human experience.

The seventh theme, **public sociology**, is reflected in a series of boxes inspired by the 2004 annual meeting of the American Sociological Association. At this meeting, Michael Burawoy's pathbreaking presidential address called for the discipline to draw on the insights and methods of sociology to involve ordinary people in studying and solving the social problems that affect them. The book features twenty boxes that profile sociologists engaged in public sociology in diverse arenas—for example, Columbia sociology professor Diane Vaughan's influential research on the *Challenger* shuttle disaster, which helped shape subsequent governmental investigations; Douglas Massey's testimony before the U.S. Congress on immigration policy; and William Bielby's pathbreaking testimony as an expert witness in gender discrimination cases. These boxes do not simply celebrate public sociology, rather they seek to give students a nuanced sense of the benefits and burdens of the position of the discipline in the public realm. It is certainly our hope that the Public Sociology boxes will inspire students to draw on their sociological imaginations to become more publicly involved and will provide some useful ideas for instructors who wish to generate class projects that directly engage students in the real world. In his speech, Burawoy also emphasized that public sociology cannot exist without a professional sociology that develops a body of theoretical knowledge and empirical findings. The central task of the book is to explain what the discipline of sociology has to offer along these lines.

An eighth theme is that a strong grasp of **sociological research methods** is crucial for understanding the world around us. A new feature "Behind the Headlines" focuses on recent sociological studies that are reported (or misreported) in the mainstream media. A strong understanding of how social science research is conducted is crucial for interpreting and making sense of the many social "facts" that the media trumpets. These twenty boxes help young sociologists to peer behind the headlines and to scrutinize recent media claims such as "Day Care Makes Kids Behave Badly" (Chapter 4) and "Beware of Fat Friends" (Chapter 18). We hope that the Behind the Headlines boxes will encourage students to carefully scrutinize and interrogate the daily news headlines they see on television, print, and on the internet.

The final major theme is the relation between the **social and the personal**. Sociological thinking is a vital help to self-understanding, which in turn can be focused back on an improved understanding of the social world. Studying sociology should be a liberating experience: The field enlarges our sympathies and imagination, opens up new perspectives on the sources of our own behavior, and creates an awareness of cultural settings different from our own. Insofar as



sociological ideas challenge dogma, teach appreciation of cultural variety, and allow us insight into the working of social institutions, the practice of sociology enhances the possibilities of human freedom.

All of the chapters in the book have been updated and revised to reflect the most recent available data. In addition, five chapters have received special attention: Chapter 5 (“Social Interaction and Everyday Life”) now begins with a vignette revealing how a bar employee enacts Erving Goffman’s concept of “civil inattention.” It includes new material on how technology, ranging from iPods to e-mail, is reshaping the very ways that individuals communicate and interact with one another. Chapter 14 (“Work and Economic Life”) opens by discussing the global community of Wal-Mart workers and showing how Wal-Mart may set the path for the future of the global economy. The chapter also provides new information on transnational corporations and outsourcing of jobs. Chapter 16 (“Education and the Mass Media”) includes rich and controversial new information on the struggles that many students face in today’s educational system, including the achievement gap between white males and all other students today. Chapter 18 (“The Sociology of the Body: Health and Illness and Sexuality”) has expanded its focus on the body and reveals the important ways that both excessively high and low body weight create psychological and physical health problems for individuals, yet also reflect sweeping macrosocial changes in food production and social norms. Chapter 19 (“Urbanization, Population, and the Environment”) now begins with a new section on China’s rise as an industrial power and its effect on its population and environment. The chapter also describes the distinctive characteristics (and problems) facing urban, rural, and suburban residents in the United States.

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## Organization

There is little abstract discussion of basic sociological concepts at the beginning of this book. Instead, concepts are explained when they are introduced in the relevant chapters, and we have sought to illustrate them by means of concrete examples. Although these examples are usually taken from sociological research, we have also used material from other sources (such as newspaper articles). We have tried to keep the writing style as simple and direct as possible, while endeavoring to make the book lively and full of surprises.

The chapters follow a sequence designed to help students achieve a progressive mastery of the different fields of sociology, but we have taken care to ensure that the book can be used flexibly and is easy to adapt to the needs of individual courses. Chapters can be deleted or studied in a different order without much loss. Each has been written as a fairly autonomous unit, with cross-referencing to other chapters at relevant points.

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## Study Aids

The pedagogy in this book has been completely reconfigured for the Seventh Edition to facilitate critical thinking and reinforce important concepts. Each chapter begins with a chapter organizer, which highlights the learning objectives of each section and allows students to preview that chapter’s discussion. This edition of *Introduction to Sociology* includes significantly expanded chapter review material, including keyword and concept-review questions and data exercises linking material in the text to real-world data on the Web.

Another helpful aid is the use of a globe icon to indicate examples of the changing world, the globalization process, or comparisons of U.S. society with other societies. Social change, the globalization of social life, and comparative analysis are all important themes of this text. The icon alerts readers to discussions of these themes.

We have also added a new feature, called “Concept Checks.” Every chapter includes several review questions embedded throughout the chapters. These quizzes are designed to help students prepare for a test or to confirm for themselves that they comprehend the major topics in the book. Concept Checks range from reading comprehension to more advanced critical thinking skills.

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## Acknowledgments

During the writing of all seven editions of this book, many individuals offered comments and advice on particular chapters and, in some cases, large parts of the text. They helped us see issues in a different light, clarified some difficult points, and allowed us to take advantage of their specialized knowledge in their respective fields. We are deeply indebted to them. Special thanks go to Nick Ehrman for researching and writing fifteen boxes on public sociology; Neha Gondal, who worked assiduously to help us update data throughout the book and contributed significantly to the editing process; Todd Beer for his terrific work drafting questions for each of the book’s figures; and Joe Conti, who drafted new end-of-chapter questions for the Seventh Edition.

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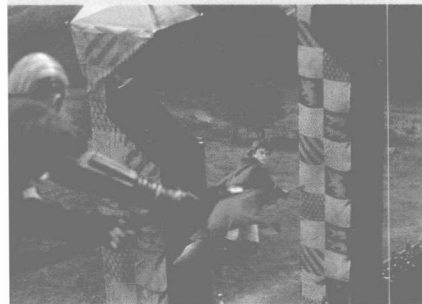
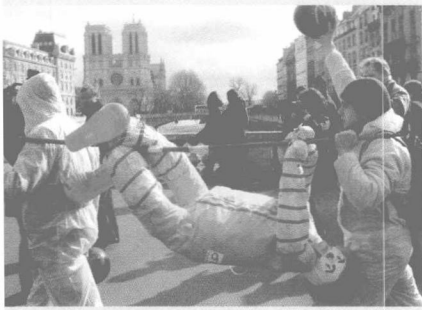
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