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Name:_____ Class:_____ Date:_____

Chapter 01

1. What is sociology?
   a. The systematic study of human society and social interactions
   b. The study of individual psychological processes and mental health
   c. The analysis of economic systems and market behaviors
   d. The examination of political structures and government policies

ANSWER: a

2. What is sociological imagination?
   a. The ability to create innovative solutions to social problems
   b. The capacity to visualize future social trends and developments
   c. The ability to understand the relationship between individual experiences and the larger society
   d. The skill of conducting systematic research on social issues

ANSWER: c

3. A college student struggles to find employment after graduation during a period when many recent graduates are facing similar challenges .How would the sociological imagination help analyze this situation ?
   a. It would focus on the student's individual qualifications and interview skills.
   b. It would examine how personal troubles connect to broader economic conditions and social forces.
   c. It would emphasize the student's personal responsibility for their unemployment.
   d. It would recommend specific career counselling strategies for the student.

ANSWER: b

4. What was the Age of Enlightenment 's contribution to the development of sociology?
   a. It established the first universities dedicated to social science research.
   b. It encouraged placing value on knowledge developed through reasoning and observation.
   c. It created the first systematic methods for conducting social sureys.
   d. It introduced the concept of social class conflict as a driving force.

ANSWER: b

5. A factory town experiences rapid population growth as workers migrate from rural areas, leading to overcrowding and increased crime rates. How would Emile Durkheim's concept of anomie explain this situation?
   a. The crime increase results from individual moral failures among the new residents.
   b. Rapid social change has to led to a breakdown in shared values and social control.
   c. Economic inequality between factory owners and workers creates class conflict.
   d. Competition for resources naturally leads to survival to the fittest.

ANSWER: b

6. What was Karl Marx's primary focus regarding social change?
   a. The gradual evolution of societies through natural selection processes
   b. The role of religious institutions in promoting social reform
   c. Class conflict is necessary to produce social change and a better society

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d. The importance of maintaining social stability through consensus

ANSWER: c

7. How did Max Weber's approach to understanding social change differ from Karl Marx's approach?
   a. Weber focused exclusively on religious factors, while Marx focused on economic factors.
   b. Weber emphasized multiple factors, including economics and bureaucratic domination, while Marx prioritized economic factor
   c. Weber believed social change was impossible, while Marx believed it was inevitable
   d. Weber supported the capitalist system, while Marx opposed all forms of economic organization.

ANSWER: b

8. A social worker establishes a community center in a low-income neighborhood to provide educational and social services to residents. This approach most closely resembles the work of which early American sociologist?
   a. W.E.B. Du Bois and his research on racial communities
   b. Jane Addams and her establishment of Hull House
   c. Robert E. Park and his studies of urban disintegration
   d. George Herbert Mead and his symbolic interaction theory

ANSWER: b

9. What is the primary assumption of functionalist perspectives?
   a. Society is characterized by continuous conflict among competing groups.
   b. Society is a stable, orderly system characterized by societal consensus
   c. Society is the sum of interactions among individuals and small groups.
   d. Society is rapidly changing due to postindustrialization and technology.

ANSWER: b

10. A company implements a diversity training program to address workplace discrimination. How would conflict and functionalist perspectives analyze this situation?
   a. Conflict theorists would emphasize power inequalities, while functionalists would view it as maintaining social stability.
   b. Conflict theorists would focus on individual interactions, while functionalists would examine group dynamics.
   c. Conflict theorists would support the status quo, while functionalists would advocate for change
   d. Both perspectives would analyze it identically as a positive social development.

ANSWER: a

11. Despite feeling frustrated, a server manages her emotions to remain pleasant with difficult customers. Which sociological perspective would most likely analyze this emotional labor?
   a. Functionalist perspective focusing on how emotional labor maintains social order
   b. Conflict perspective examining power dynamics between customers and workers
   c. Symbolic interactionist perspective analyzing face-to-face interactions and role expectations
   d. Postmodern perspective questioning the authenticity of service interactions

ANSWER: c

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12. A student notices that his social media usage affects his study habits and academic performance. How would studying sociology help him understand this situation?

a. It would provide individual counseling techniques to improve time management.
b. It would help him understand how group behavior and social institutions influence individual choices.
c. It would offer specific technological solutions to limit social media access.
d. It would focus solely on the psychological aspects of addiction.

ANSWER: b

13. During the COVID-19 pandemic, unemployment rates increased dramatically from 3.6% to 14.8% in just four months. How does this example demonstrate the concept of sociological imagination?

a. It shows how individual career choices determine employment outcomes.
b. It illustrates how personal troubles can become public issues affecting entire societies.
c. It demonstrates that unemployment is mostly an individual responsibility.
d. It indicates that economic factors are unrelated to social conditions.

ANSWER: b

14. A modern city experiences rapid population growth due to new technology companies moving to the area, leading to housing shortages and increased living costs. How does this situation parallel the historical conditions that led to sociology's development?

a. It represents the same urbanization and social problems that prompted early sociological thinking.
b. It demonstrates the Enlightenment emphasis on rational thinking and scientific methods.
c. It shows how religious institutions lose influence in modern societies.
d. It illustrates the natural evolution of societies through competition.

ANSWER: a

15. Herbert Spencer's concept of "survival of the fittest" in social contexts has been criticized for which primary reason?

a. It fails to account for the role of government in society.
b. It can be used to justify inequalities based on social class, race, and gender.
c. It overemphasizes the importance of religious institutions.
d. It ignores the impact of technological change on society.

ANSWER: b

16. A large corporation's CEO earns 290 times more than the average worker, compared to 21 times more in 1965. How would Karl Marx explain this growing wage gap?

a. It represents natural market forces determining appropriate compensation levels.
b. It demonstrates the capitalist class's continued exploitation of the working class.
c. It shows how bureaucratic organizations naturally develop hierarchical structures.
d. It illustrates the importance of individual merit in determining wages.

ANSWER: b

17. How did the Chicago School's focus on urban sociology reflect the social conditions of their time?

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a. Chicago was experiencing rapid urbanization with associated social problems.
b. Chicago had the most stable and orderly social structure in the United States.
c. Chicago was the center of agricultural research and rural community studies.
d. Chicago had eliminated most forms of social inequality and conflict.

ANSWER: a

18. A high school implements a dress code policy that requires students to wear uniforms. How would different sociological perspectives analyze this policy?
a. All perspectives would view it as promoting equality among students.
b. Functionalists would see it promoting stability, while conflict theorists might see it as controlling student expression.
c. Symbolic interactionists would focus on large-scale social structures, while others examine individual interactions.
d. Postmodernists would support traditional approaches, while others would question them.

ANSWER: b

19. Why does sociology emphasize the study of groups rather than just individuals?
a. Groups are easier to study scientifically than individual behavior patterns.
b. Group membership affects life experiences and individual behavior in significant ways.
c. Individual behavior is too unpredictable to study systematically.
d. Groups provide more reliable data for statistical analysis.

ANSWER: b

20. A recent college graduate moves back in with her parents due to high housing costs and student loan debt. How does this situation illustrate the difference between personal troubles and public issues?
a. It is purely a personal trouble resulting from poor financial planning.
b. It reflects broader economic conditions affecting many young adults, making it a public issue.
c. It demonstrates individual failure to adapt to changing economic conditions.
d. It shows how personal choices are unrelated to social forces.

ANSWER: b

21. How did the combination of Enlightenment thinking and industrialization create conditions favorable for sociology's development?
a. The Enlightenment provided scientific methods, while industrialization created social problems to study.
b. The Enlightenment created social problems, while industrialization provided solutions.
c. Both emphasized maintaining traditional social structures.
d. Both movements discouraged systematic study of social phenomena.

ANSWER: a

22. After a large factory closes, a community experiences an increase in unemployment and family stress. How would Auguste Comte's concept of social statics and social dynamics apply to this situation?
a. Social statics would explain the factory closure, while social dynamics would address unemployment.

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b. Social dynamics created the disruption, while social statics represent forces working toward stability.

c. Both concepts would focus only on individual responses to economic change.

d. Neither concept would be relevant to understanding economic disruption.

ANSWER: b

23. A contemporary researcher studies how gentrification affects long-term residents of urban neighborhoods, documenting both challenges and community strengths. This approach most closely resembles which early American sociologist's work?

a. Jane Addams's focus on community resources and social reform

b. W.E.B. Du Bois's examination of community strengths and challenges

c. Robert E. Park's analysis of urban disintegration

d. George Herbert Mead's symbolic interaction theory

ANSWER: b

24. How do postmodern perspectives challenge traditional sociological approaches?

a. They emphasize the importance of maintaining existing social institutions.

b. They reject existing theories and question grand narratives about society

c. They focus exclusively on individual psychological factors.

d. They support the use of quantitative research methods only.\

ANSWER: b

25. A career counselor helps marginalized youth challenge limiting beliefs about their potential by sharing stories of others who overcame similar challenges. This approach reflects which sociological perspective?

a. Functionalist perspective emphasizing social stability

b. Conflict perspective focusing on power inequalities

c. Symbolic interactionist perspective examining individual interactions

d. Postmodern perspective questioning grand narratives and introducing alternative narratives

ANSWER: d

26. A business manager notices that employee productivity varies significantly among different work teams. How would sociological knowledge help understand this variation?

a. It would primarily focus on individual personality differences among workers.

b. It would examine group dynamics, social networks, and organizational culture.

c. It would recommend specific management techniques without considering social factors.

d. It would mainly analyze the economic incentives affecting individual performance.

ANSWER: b

27. A study examines how online shopping and credit cards have changed consumer behavior and social interactions. Which perspective would most likely focus on how these changes create simulated rather than real social interactions?

a. Functionalist perspective analyzing how technology maintains social stability

b. Conflict perspective examining economic inequalities in access to technology

c. Symbolic interactionist perspective studying face-to-face versus online interactions

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d. Postmodern perspective questioning the authenticity of contemporary social interactions

ANSWER: d

28. A factory worker notices that despite working long hours, he can barely afford basic necessities while the factory owner lives in luxury. How would Marx explain this worker's situation?

a. The worker needs to develop better personal financial management skills.
b. The capitalist class exploits workers by paying them less than the value of their labor.
c. The worker should be grateful for having employment during difficult economic times.
d. This situation represents the natural order of society where some people are more successful than others.

ANSWER: b

29. A contemporary researcher studying immigrant communities in Chicago decides to establish a community center offering educational and social services. This approach most closely follows the model established by which early American sociologist?

a. W.E.B. Du Bois and his research methods at Atlanta University
b. Jane Addams and her work at Hull House
c. Robert E. Park and his urban sociology research
d. George Herbert Mead and his symbolic interaction theory

ANSWER: b

30. A hospital administrator notices that different departments work together smoothly, with each contributing to patient care and the overall functioning of the hospital. Which sociological perspective would best explain this observation?

a. Conflict perspective because it focuses on competition between departments
b. Functionalist perspective because it emphasizes how different parts work together to maintain stability
c. Symbolic interactionist perspective because it focuses on individual interactions among staff members
d. Postmodern perspective because it questions traditional institutional structures

ANSWER: b

31. A study reveals significant wage gaps between male and female employees doing similar work at a large corporation. Which perspective would most likely focus on this as evidence of ongoing power struggles in society?

a. Functionalist perspective because wage differences serve a function in maintaining social order
b. Conflict perspective because it views society as characterized by struggles for scarce resources and power
c. Symbolic interactionist perspective because it focuses on individual interactions between employees
d. Postmodern perspective because it questions the validity of wage data in contemporary society

ANSWER: b

32. A contemporary urban planner notices that crime rates and racial tensions increase as cities grow rapidly. This observation most closely reflects the early work of which Chicago School sociologist?

a. George Herbert Mead
b. Robert E. Park
c. Jane Addams

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d. W.E.B. Du Bois

ANSWER: b

33. Restaurant servers must manage their emotions to appear friendly and helpful even when dealing with difficult customers. Which perspective would best analyze this emotional labor as part of broader social and economic structures

a. Functionalist perspective, focusing on how emotional labor contributes to restaurant efficiency
b. Symbolic interactionist perspective, examining the face-to-face interactions between servers and customers
c. Conflict perspective, analyzing how emotional labor requirements exploit service workers
d. Postmodern perspective, questioning the authenticity of service interactions in consumer society

ANSWER: b

34. A career counselor helps marginalized youth challenge limiting beliefs about their capabilities by introducing them to alternative success stories. This approach most closely aligns with which sociological perspective?

a. Functionalist perspective because the counselor's approach helps youth fit into existing social structures
b. Conflict perspective because the counselor's approach addresses power inequalities affecting youth opportunities
c. Symbolic interactionist perspective because the counselor's approach focuses on individual interactions between counselor and client
d. Postmodern perspective because hte counselor's approach questions grand narratives and introduces alternative narratives to empower individuals

ANSWER: d

35. A researcher studying workplace interactions focuses on how employees use specific gestures, language, and symbols to communicate their professional roles to customers. Which perspective is this researcher most likely using?

a. Functionalist perspective because it examines how the workplace maintains order
b. Conflict perspective because it looks at power struggles between employees and customers
c. Symbolic interactionist perspective because it focuses on how people use symbols and interactions to create meaning
d. Postmodern perspective because it questions traditional work structures

ANSWER: c

36. How does sociology's focus on groups distinguish it from psychology's approach to understanding human behavior?

a. Sociology examines external social factors and group influences, while psychology focuses on internal mental processes at the individual level.
b. Sociology only studies large groups of people, while psychology only studies individuals.
c. Sociology uses scientific methods, while psychology relies on personal opinions.
d. Sociology focuses on historical events, while psychology examines current behavior.

ANSWER: a

37. A business manager wants to improve team collaboration and notices that employees from different cultural backgrounds have varying communication styles. How would sociological knowledge help address this workplace challenge?

a. By focusing on individual personality differences without considering cultural factors

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b. By examining how group membership and cultural backgrounds shape communication patterns and social interactions
c. By assuming all employees should adopt the same communication style regardless of background
d. By treating communication issues as purely technical problems requiring software solutions

ANSWER: b

38. How did Weber's approach to understanding social change differ from Marx's approach?
a. Weber believed economics was the only factor driving social change, while Marx considered multiple factors.
b. Weber emphasized the role of bureaucracy and rationalization, while Marx focused primarily on economic class conflict.
c. Weber ignored economic factors, while Marx considered them somewhat important.
d. Weber and Marx had essentially identical approaches to understanding social change.

ANSWER: b

39. Sociology is the systematic study of human society and social interactions.
a. True
b. False

ANSWER: True

40. Émile Durkheim believed that anomie occurs when social control becomes ineffective due to loss of shared values.
a. True
b. False

ANSWER: True

41. Karl Marx believed that social class conflict was necessary to produce social change and create a better society
a. True
b. False

ANSWER: True

42. Functionalist perspectives assume that society is characterized by continuous conflict among competing groups.
a. True
b. False

ANSWER: False

43. Symbolic interactionist perspectives focus on microlevel analysis of small groups and individual interactions.
a. True
b. False

ANSWER: True

44. Auguste Comte coined the term sociology and is considered by some to be the founder of sociology.
a. True
b. False

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ANSWER: True

45. Postmodern perspectives reject traditional sociological theories and question grand narratives about society.
    a. True
    b. False

ANSWER: True

46. Define sociology and explain how it differs from other social sciences such as psychology and economics.

ANSWER: Sociology is the systematic study of human society and social interactions. Unlike psychology, which focuses on internal factors related to human behavior and mental processes at the individual level, sociology examines external social factors such as the effects of groups, organizations, and social institutions on individuals and social life. Economics concentrates primarily on the economic system, but sociology examines all major social institutions, including the economy, politics, education, and religion, to understand how they work together to influence human behavior.

47. Explain the concept of sociological imagination and describe how it helps distinguish between personal troubles and public issues.

ANSWER: The sociological imagination is the ability to understand the relationship between individual experiences and the larger society. It helps us distinguish between personal troubles, which are private issues affecting individuals and their immediate networks, and public issues, which are problems affecting large numbers of people that require solutions at the societal level. The sociological imagination helps us place seemingly personal troubles into a larger social context, where we can distinguish whether and how personal troubles may be related to public issues.

48. Describe the three key historical factors that contributed to the development of sociological thinking in the 19th century.

ANSWER: Three key historical factors contributed to sociology's development: the Age of Enlightenment, industrialization, and urbanization. The Age of Enlightenment encouraged new approaches to knowledge based on reasoning and observation, laying the foundation for scientific study. Industrialization transformed societies from dependence on agriculture to manufacturing, creating massive economic and social changes. Urbanization led to rapid population growth in cities, bringing together diverse groups of people and creating new social problems such as inadequate housing, poverty, crime, and poor working conditions.

49. Explain why early social thinkers like Auguste Comte and Émile Durkheim were primarily concerned with social order and stability.

ANSWER: Early social thinkers were concerned with social order and stability because they were witnessing rapid and disruptive social changes caused by industrialization and urbanization. These changes created new social problems, including poverty, crime, poor working conditions, and the breakdown of traditional community structures. Thinkers like Comte and Durkheim wanted to understand how societies could maintain order while adapting to the massive changes occurring around them.

50. Compare and contrast the functionalist and conflict perspectives in terms of their basic assumptions about society and social change.

ANSWER: Functionalist perspectives assume that society is a stable, orderly system characterized by societal consensus, where most members share common values and beliefs. They view society as composed of interrelated parts that work together to maintain stability, and social institutions persist because they serve important functions. In contrast, conflict perspectives assume that society is characterized by continuous power struggles between competing groups over scarce resources. While functionalists emphasize stability and consensus, conflict

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theorists focus on inequality, competition, and the potential for social change. Functionalists see social change as gradual adaptation to maintain stability, while conflict theorists view change as resulting from struggles among different social groups.

51. Sociologists focus on social change and ignore social stability.
    a. True
    b. False

ANSWER: False

52. Sociology is a(n) ____ discipline, meaning conclusions are based on systematic observations.
    a. empirical
    b. faith-based
    c. commonsense
    d. rigorous

ANSWER: a

53. The #MeToo movement has led to loss of jobs, loss of reputation, and sometimes criminal charges against individuals who have been credibly accused of sexual harassment. A sociologist would most likely understand this as
    a. individual choices.
    b. social forces impacting private lives.
    c. failed socialization.
    d. faith-based choices.

ANSWER: b

54. What distinguishes sociology from mere opinion or other forms of social commentary?
    a. The focus on universal truths
    b. The use of empirical analysis
    c. The importance assigned to common sense
    d. The search for solutions to social problems

ANSWER: b

55. Sociologists believe that persistent problems in the United States are
    a. largely the result of individual behavior.
    b. caused by people with psychological problems.
    c. embedded in society.
    d. the consequence of free will.

ANSWER: c

56. When young adults return to living with their families after graduating from college because they cannot find jobs that pay enough to both pay back their student loans and live independently, the young adults

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a. have simply made bad choices.
b. are feeling the effects of social forces.
c. have failed important psychosocial tasks.
d. are probably just lazy.

ANSWER: b

57. Applying the sociological _____ means that one has the ability to see the societal patterns that influence individual and group life.
a. perspective
b. ideal
c. faith
d. consensus

ANSWER: a

58. Durkheim, Marx, and Weber have which of the following in common?
a. They were all macrosociological theorists.
b. They were all focused on economic inequities.
c. They all followed the Chicago School.
d. They were all functionalists.

ANSWER: a

59. Theoretical frameworks that strive to understand society as a whole are referred to as
a. macrosociology.
b. microsociology.
c. theories of the middle range.
d. universalistic sociology.

ANSWER: a

60. Theoretical frameworks that center on face-to-face social interaction are categorized as
a. macrosociology.
b. microsociology.
c. theories of the middle range.
d. universalistic sociology.

ANSWER: b

61. All the major theoretical perspectives in sociology focus on macrolevel analysis, examining whole societies, large-scale social structures, and social systems.
a. True
b. False

ANSWER: False

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62. Who among the following sociologists is most likely to conduct a macrolevel analysis?
    a. Rubin, who believes that a society is composed of institutions such as family and government that contribute to the stability of the society
    b. Georgia, who believes that a society is the sum of the interactions of people and groups
    c. Rebecca, who believes that behavior is the result of the communication between people
    d. Matthew, who believes that an individual's interpretation of events and the situations he or she encounters becomes the individual's subjective reality

ANSWER: a

63. Martha, a sociologist, is conducting a study on terrorism. Instead of examining social structures such as family, education, religion, and government to evaluate their roles in advancing terrorism, Martha is studying small groups of people comprising the family members of various terrorists. In this case, Martha is conducting a _____.
    a. macrolevel analysis
    b. mesolevel analysis
    c. microlevel analysis
    d. metalevel analysis

ANSWER: c

64. Debbie is interested in understanding how changes in society on a large scale are related to unemployment. She is examining how the movement of factory jobs from the United States to overseas locations is related to an increase in the number of unemployed people in the United States. Debbie is most likely conducting a:
    a. microlevel analysis.
    b. comparative analysis.
    c. macrolevel analysis.
    d. transactional-level analysis.

ANSWER: c

65. A microlevel analysis focuses on:
    a. analyzing society from a functionalist perspective.
    b. examining social dynamics in individuals' lives.
    c. examining whole societies and social systems.
    d. analyzing society from a conflict perspective.

ANSWER: b

66. Sociological imagination refers to the ability to
    a. create meaningful sociological theories and test those theories.
    b. develop methods to modify society and thus improve the lives of individuals.
    c. see the societal patterns that influence the individual as well as groups of individuals.
    d. identify societal needs and develop ways to address those needs.

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ANSWER: c

67. The sociological imagination helps an individual place personal troubles, such as losing his or her job or feeling like committing suicide, into a larger social context, where the individual can distinguish whether and how personal troubles may be related to public issues.

a. True
b. False

ANSWER: True

68. Sociologist C. Wright Mills coined the term _____ to refer to the ability to see the relationship between individual experiences and the larger society.

a. conflict perception
b. sociological imagination
c. reality perception
d. symbolic interaction approach

ANSWER: b

69. According to Mills, the sociological imagination enables one to distinguish between personal troubles, which must be solved within the immediate social setting, and _____, which affect large numbers of people and often require solutions at the societal level.

a. unimportant troubles
b. nonprivate difficulties
c. public issues
d. societal dysfunctions

ANSWER: c

70. One couple's inability to keep their marriage intact may be an example of a _____, whereas widespread divorce as a result of changes in the economy or other social factors is an example of a _____.

a. dysfunction; psychological difficulty
b. personal trouble; public issue
c. psychological difficulty; private issue
d. public issue; personal trouble

ANSWER: b

71. From a sociological point of view, an issue is ____ and should be understood in terms of ____.

a. an individual problem; personal choices
b. an individual problem; the underlying social forces
c. a societal matter; how it impacts individuals
d. a societal matter; the underlying social forces

ANSWER: d

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72. The sociological imagination refers to the ability to view personal problems independently of the social settings in which the problems occur.

a. True
b. False

ANSWER: False

73. Auguste Comte believed sociology could

a. not solve social problems.
b. discover the laws of the natural world.
c. discover the laws of human social behavior.
d. help solve social problems.

ANSWER: c

74. ____ gave sociology its name and emphasized that the field should use ____ to understand society.

a. Auguste Comte; the scientific method
b. Émile Durkheim; prevailing cultural beliefs
c. Max Weber; the scientific method
d. Karl Marx; prevailing cultural beliefs

ANSWER: a

75. Unlike Herbert Spencer, Auguste Comte supported the idea of the "survival of the fittest," or the view of society known as social Darwinism.

a. True
b. False

ANSWER: False

76. At the same time that urban problems were growing worse as a result of industrialization, social thinkers started to believe that by applying the methods developed by natural sciences, they might discover the laws of human behavior and apply these laws to solve social problems. This period is referred to as the _____.

a. Age of Enlightenment
b. Social Age
c. Age of Discovery
d. Early Modern Period

ANSWER: a

77. Who among the following is considered the founder of sociology?

a. Max Weber
b. Karl Marx
c. Emile Durkheim
d. Auguste Comte

ANSWER: d

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Positivism

78. Positivism regards _____ as the highest form of knowledge.
    a. religious dogma
    b. scientific observation
    c. introspection
    d. general consensus
ANSWER: b

79. French philosopher Auguste Comte's belief that the world can best be understood through scientific inquiry became known as _____.
    a. absolutism
    b. positivism
    c. functionalism
    d. specific methodology
ANSWER: b

80. Auguste Comte's philosophy of _____ refers to a belief that the world can best be understood through scientific inquiry.
    a. positivism
    b. nihilism
    c. stoicism
    d. constructionism
ANSWER: a

Durkheim

81. According to Emile Durkheim,
    a. deviance has no place in a “healthy” society.
    b. people in society are held together by belief systems.
    c. the best theoretical approach to the study of society is social conflict theory.
    d. the economic system has the most important influence on human thought and behavior.
ANSWER: b

82. Durkheim conceptualized social facts as
    a. One’s personal drives and motivations.
    b. social patterns that are external to individuals.
    c. society as the sum of its parts.
    d. the direct outgrowth of our biological drives.
ANSWER: b

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83. According to _____, the primary purpose of sociology is examining social facts.
    a. Harriet Martineau
    b. Alexis de Tocqueville
    c. Auguste Comte
    d. Emile Durkheim

ANSWER: d

84. According to Durkheim, the economic organization of society is the most important influence on what humans think and how they behave.
    a. True
    b. False

ANSWER: False

85. From Durkheim's perspective, society comprises unrelated, independent parts that contribute to a stable social order.
    a. True
    b. False

ANSWER: False

86. According to Durkheim, during an economic crisis
    a. people will blame marginalized groups, like immigrants, for taking their jobs.
    b. inequality among social classes will cause the rich to gain.
    c. people will look to themselves, not the system, for failure.
    d. open, sometimes violent conflict between classes is inevitable.

ANSWER: a

87. According to Durkheim, social facts can only be explained by other social facts.
    a. True
    b. False

ANSWER: True

88. Sociologist Emile Durkheim stressed that people are the product of their social environment. He observed that rapid social change and a more specialized division of labor produce strains in society, which lead to a breakdown in traditional organization, values, and authority.
    a. True
    b. False

ANSWER: True

89. Ron, a sociologist, conducted a study on the relationship between crime and social changes. The results of the study showed that rapid societal changes lead to increased crime rates because social facts, or the patterned ways of thinking and acting that govern the behavior of individuals in a society, are

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destroyed because of social changes. This observation most likely resonates with the beliefs of sociologist _____.

a. Emile Durkheim
b. Herbert Spencer
c. Auguste Comte
d. Robert K. Merton

ANSWER: a

90. The basis for Durkheim's theory of society is the principle that _____.

a. people are the products of their social environments
b. the evolution of society is based on the concept of "survival of the fittest"
c. society consists of the dual processes of social statics and social dynamics
d. conflict between different economic classes is necessary to produce social change

ANSWER: a

Suicide (Durkheim)

91. Durkheim believed that the causes of suicide were found in

a. mental illness.
b. the social environment.
c. genetics.
d. emotional stress.

ANSWER: b

92. Anomie, as defined by Durkheim, is frequently referred to as a state of

a. extreme depression.
b. excessive social integration.
c. total detachment from society and societal forces.
d. relative normlessness caused by the breakdown of social influences.

ANSWER: d

93. Corey just doesn't care. He doesn't care about his lousy, minimum wage job; he doesn't care that he can barely survive; he doesn't care about all of the expectations others have for them or the demands they put on him; and he doesn't care that he was born (alone), he will live (alone), and he will die (alone) and none of it means a thing. Durkheim would suggest that Corey is living in a state of

a. dysfunction.
b. culture conflict.
c. anomie.
d. egoism.

ANSWER: c

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94. When studying the problem of suicide, sociologists are most interested in explaining its _____.
    a. psychological dimensions
    b. association with biological abnormalities
    c. societal patterns
    d. media coverage

ANSWER: c

95. Emile Durkheim refused to accept that suicide is merely a(n) _____.
    a. personal trouble
    b. interdependence issue
    c. public issue
    d. societal dysfunction

ANSWER: a

96. According to Emile Durkheim, rapid social change and reduced social integration contribute to _____, a social condition in which people experience a sense of futility because social norms are weak, absent, or conflicting.
    a. anomie
    b. Verstehen
    c. transference
    d. Gemeinschaft

ANSWER: a

97. In Suicide, _____ explored _____.
    a. Émile Durkheim; the social ties that suicide severed
    b. Émile Durkheim; the contribution of troubles to suicide
    c. C. Wright Mills; the contribution of troubles to suicide
    d. C. Wright Mills; the social ties that suicide severed

ANSWER: a

98. Durkheim's vision of suicide
    a. puts the spotlight on the victim.
    b. places emphasis on the unique circumstances that lead people to kill themselves.
    c. puts the spotlight on social relationships that are severed.
    d. portrays victims as deeply psychologically troubled.

ANSWER: c

99. According to Émile Durkheim, troubles are the result of personal shortcomings.
    a. True
    b. False

ANSWER: False

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100. Durkheim observed that anomie is caused primarily by an absence of social change and a lack of specialized division of labor in society.

a. True
b. False

ANSWER: False

101. _____ is a condition in which social control becomes ineffective as a result of the loss of shared values and of a sense of purpose in society.

a. Social stratification
b. Catharsis
c. Cultural breakdown
d. Anomie

ANSWER: d

102. A note left at the scene of a suicide expressed the victim's concern that he felt little sense of moral guidance. He indicated that he was uncertain about what was right or wrong in today's world. In the context of Emile Durkheim's theory, the victim's suicide can most likely be attributed to _____.

a. anomie
b. deindividuation
c. convergent thinking
d. social pluralism

ANSWER: a

103. In his book Suicide, sociologist Emile Durkheim documented that a high suicide rate was symptomatic of large-scale social problems.

a. True
b. False

ANSWER: True

104. Sociologist Emile Durkheim emphasized that individual acts of suicide provide better explanations of suicide than do suicide rates.

a. True
b. False

ANSWER: False

105. For Marx, ____ is a class system in which conflict between the classes is common and society is anything but cohesive.

a. socialism
b. communism
c. capitalism
d. fascism

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ANSWER: c

106. According to Marx, the major focus for capitalists is on
a. increasing profits as much as possible.
b. feeling "connected" to the products or services they sell.
c. maintaining overall social harmony in their companies.
d. social cohesiveness and social solidarity.

ANSWER: a

107. Marx's work was devoted to explaining
a. the social basis of human behavior.
b. the social laws that governed human behavior.
c. how capitalism shaped society.
d. how to observe social behavior while participating in it.

ANSWER: c

108. According to Marx, capitalism is based on
a. social solidarity and cohesion.
b. profit and private property.
c. a communal political system.
d. a rejection of industrialization.

ANSWER: b

109. Which of the following statements about Marx is true?
a. Marx focused more on individuals than social structure in his analysis of society.
b. Marx considered all of society to be shaped by economic forces.
c. A limitation of Marx's work was his failure to recognize the effects of class on social behavior.
d. Marx's evolutionary concept of societal development and change is almost identical to that of Durkheim's.

ANSWER: b

110. Marx's perspective of society argued that
a. capitalists do not own the actual system by which goods are produced and distributed.
b. workers receive a fair share of the profits that they help create.
c. profit is produced through the exploitation of the working class.
d. while capitalists control the production of goods, they do not control the production of ideas.

ANSWER: c

111. Which theorist made the assertion that capitalism is based on the pursuit of profit and the sanctity of private property and further argued that profit is produced through the exploitation of the working class?
a. Emile Durkheim

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b. Georg Simmel
c. Karl Marx
d. Auguste Comte

ANSWER: c

112. According to Karl Marx, capitalism
a. is built on the exploitation of workers.
b. is negotiated by cultural values.
c. facilitates upward social mobility.
d. is a strong force in ensuring world peace.

ANSWER: a

113. According to Marx, class conflict is
a. embedded in the system of capitalism.
b. independent of the capitalist system.
c. rare, given the upward mobility capitalism offers.
d. largely inconsequential since it can never succeed.

ANSWER: a

114. The basis for Marx's theory of society is the belief that _____.
a. people are the products of their social environments
b. the evolution of society is based on the concept of "survival of the fittest"
c. society is comprised of the dual processes of social statics and social dynamics
d. conflict between different economic classes is necessary to produce social change

ANSWER: d

115. In the Marxian framework, the _____ consists of those who sell their labor because they have no other way to earn a living.
a. proletariat
b. capitalist class
c. bourgeoisie
d. laissez-faire class

ANSWER: a

116. Tom works on the assembly line at the local Ford automobile factory. In the context of the Marxian framework, Tom would be considered a member of the _____ because he does not own the means of production.
a. bourgeoisie
b. capitalist class
c. proletariat class
d. laissez-faire class

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ANSWER: c

117. Daniel is the owner of a company that manufactures automobile parts. He owns all the factories of the company and employs 3,000 workers. In the context of Karl Marx's theory of class conflict, Daniel belongs to the _____.

a. working-class
b. laissez-faire class
c. proletariat
d. bourgeoisie

ANSWER: d

Max Weber

118. Max Weber focused on

a. social organization and a subjective understanding of behavior.
b. economics as a major factor in explaining society.
c. capitalism and its impact on workers' social behavior.
d. the capitalists, petit bourgeoise, and the proletariat.

ANSWER: a

119. Weber posited that an understanding of society requires a "subjective" understanding of behavior. Such understanding is known as

a. entwicklung.
b. gemeinschaft.
c. gesellschaft.
d. verstehen.

ANSWER: d

120. Matt notices Julie laughing in the school hallway with a friend. He knows that Julie must be feeling happy or joyful. In this scenario, Matt is using Max Weber's ____ to deduce that Julie is happy.

a. direct observational understanding
b. explanatory understanding
c. surveillance understanding
d. common understanding

ANSWER: a

121. Weber theorized that value-free sociology could not exist since values would always influence what sociologists considered worthy of study. Because they could not be completely value free, Weber believed that sociologists should

a. not worry about whether or not their research is biased.
b. use their research to promote particular political perspectives.
c. acknowledge the influence of values and try to be as objective as possible.

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d. avoid research and stick to theoretical writing.

ANSWER: c

122. An important concept in Weber's sociology is verstehen, which refers to

a. approaching the study of society from a value-free perspective.
b. a focus on the political systems of society.
c. viewing social behavior from the perspective of those engaged in it.
d. social action.

ANSWER: c

123. According to Weber, sociological research should be used to promote political beliefs.

a. True
b. False

ANSWER: False

124. Weber believed that people's behavior could only be understood from the objective position of the outside observer.

a. True
b. False

ANSWER: False

125. In regard to negative consequences of industrial society, sociologist Max Weber was more concerned about the impact of rational bureaucracy than of class struggle.

a. True
b. False

ANSWER: True

126. Both Karl Marx and Max Weber were in agreement that economic conditions played a role in producing inequality in society. However, Max Weber also suggested two other sources of social inequality and conflict. These sources are _____.

a. power and prestige
b. gender identity and gender inequality
c. differences in education and differences in age
d. alienation and anomie

ANSWER: a

Martineau

127. Harriet Martineau's book How to Observe Morals and Manners was the first

a. to discuss observing behavior while participating in the situation.
b. field study of folkways and mores.
c. in-depth analysis of democratic culture.

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d. coauthored manuscript involving Auguste Comte.

ANSWER: a

128. British sociologist _____ translated and condensed Comte's work and was noted for her study of social customs in Great Britain and the United States.

a. Nancy Ammerman
b. Jane Addams
c. Harriet Martineau
d. Sarah Spencer

ANSWER: c

129. In her work, sociologist Harriet Martineau strongly advocates _____.

a. building a stronger middle class
b. the importance of cultural relativism
c. recognizing the forces for stability and change in society
d. social equality and reform

ANSWER: d

WEB Du Bois

130. Which statement about W. E. B. DuBois is true?

a. He was a cofounder of the NAACP (National Association for the Advancement of Colored People).
b. He was adamantly opposed to women being involved in professional life.
c. Because of death threats, he published under a pseudonym.
d. He was so involved in social activism that he did very little writing.

ANSWER: a

131. Which of the following early sociologists believed that the study of society should involve social activism?

a. Alexis de Tocqueville
b. Max Weber
c. W. E. B. DuBois
d. Robert Merton

ANSWER: c

132. Megan, a Black adolescent girl living in the United States, is going through the identity conflict of being Black and an American. Sociologist Du Bois would term this conflict _____.

a. double-consciousness
b. ethnography
c. the double bind
d. functionalism

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ANSWER: a

133. Who among the following was one of the first scholars to note that a dual heritage creates conflict for people of color?

a. Talcott Parsons
b. Robert K. Merton
c. W. E. B. Du Bois
d. Herbert Spencer

ANSWER: c

Conflict Theory

134. Conflict theorists have been criticized for overemphasizing the drive for order and stability at the expense of competition and coercion.

a. True
b. False

ANSWER: False

135. The sociological perspective that views power struggles as the source of social change is

a. Functionalism.
b. conflict theory.
c. symbolic interactionism.
d. none of the above.

ANSWER: b

136. Conflict theory originated in the work of

a. Karl Marx.
b. Emile Durkheim.
c. Robert Park.
d. Max Weber.

ANSWER: a

137. Conflict theory emphasizes

a. a person's or group's ability to exercise influence and control over others.
b. the significance of consensus in maintaining social order.
c. the benefits of dysfunctions that cause social change.
d. the significance of face-to-face interactions.

ANSWER: a

138. According to conflict theorists, social order in society is maintained by

a. a shared system of beliefs.
b. a shared system of values.

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c. domination by the powerful.
d. social consensus.

ANSWER: c

139. Which of the following is not one of the arguments of conflict theory?
a. Inequality exists because those with wealth work to defend their advantages.
b. Society is fragmented into groups that compete for social and economic resources.
c. Social order is maintained by consensus and interdependence.
d. The dominant groups shape the beliefs of others through control of public information.

ANSWER: c

140. A criticism of _____ is that it understates the cohesion and stability found in society.
a. functionalism
b. conflict theory
c. symbolic interaction theory
d. exchange theory

ANSWER: b

141. The conflict perspective emphasizes the role of _____ as essential for progress to occur in society.
a. women's movements
b. symbolic meaning and shared understanding
c. consensus and order
d. conflict and uprising

ANSWER: d

142. According to the _____, groups in society are engaged in a continuous power struggle for control of scarce resources.
a. functionalist perspective
b. interactionist perspective
c. conflict perspective
d. developmental perspective

ANSWER: c

143. In the context of the coal industry, which of the following theoretical perspectives of sociology would most likely be useful in analyzing the disagreements between coal companies and public health advocates?
a. functionalist perspectives
b. interactionist perspectives
c. conflict perspectives
d. developmental perspectives

ANSWER: c

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144. Social-class pressures may affect rates of suicide among young people. This view is consistent with the _____.

a. conflict theory perspective
b. postmodern perspective
c. functionalist perspective
d. symbolic interactionist perspective

ANSWER: a

145. In a study of homelessness in American society, _____ would emphasize the struggle between social classes, especially how the policies of wealthy people protect their interests while pushing certain groups into unemployment and homelessness.

a. conflict theorists
b. functionalists
c. symbolic interactionists
d. postmodern theorists

ANSWER: a

146. One of the common criticisms of the functionalist theory is that it

a. is so focused on order and stability that it often ignores social change.
b. is too focused on social change and often ignores social cohesion.
c. often ignores the contribution of gender in understanding social change.
d. often focuses too much on discrimination and inequality.

ANSWER: a

147. How do functionalists view disorganization within society?

a. They believe it must result in change to reestablish equilibrium in society.
b. They view disorganization as normal for society.
c. They believe that disorganization in one part of society will affect only those directly involved.
d. They believe that change is for the worse, stemming from instability.

ANSWER: a

148. _____ interprets each part of society in terms of how it contributes to the stability of society as a whole.

a. Functionalism
b. Conflict theory
c. Symbolic interaction
d. Positivism

ANSWER: a

149. From a functionalist perspective, the most basic manifest function of the family is

a. emotional support.
b. reproduction.

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c. marriage.
d. economic support.

ANSWER: b

150. Functionalism emphasizes all of the following except
a. the consensus that exists in society.
b. the order that exists in society.
c. shared public values.
d. the role of coercion and power.

ANSWER: d

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Instructor Manual

Kendall/Atkins, Sociology in our Times, 13e, 2027, 9798214158433;
Chapter 1: The Sociological Perspective

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Purpose and Perspective of the Chapter

The purpose of this chapter is to introduce the discipline of sociology by explaining its meaning, scope, and importance in understanding human social life. It explores the development of sociological thought, the role of the sociological imagination, and key theoretical perspectives. The chapter also highlights how early and later sociologists addressed issues of social order, stability, and change, shaping the foundation of modern sociological inquiry.

Chapter Objectives

The following objectives are addressed in this chapter:

1-1 Define sociology and how it can contribute to our understanding of social life.

1-2 Describe what is meant by the sociological imagination.

1-3 Describe the historical context in which sociological thinking developed.

1-4 Discuss why early social thinkers were concerned with social order and stability.

1-5 Discuss why many later social thinkers were concerned with social change.

1-6 Describe the central areas of focus for early sociologists in the United States.

1-7 Compare the key differences among the functionalist, conflict, symbolic interactionist, and postmodern perspectives on contemporary social life.

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Key Terms

Anomie: Emile Durkheim's term for a condition in which social control becomes ineffective as a result of the loss of shared values and of a sense of purpose in society.

Conflict perspectives: The sociological approach that views groups in society as engaged in a continuous power struggle for control of scarce resources.

Functionalist perspectives: The sociological approach that views society as a stable, orderly system.

Industrialization: The process by which societies are transformed from dependence on agriculture and handmade products to an emphasis on manufacturing and related industries.

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Latent functions: Unintended functions that are hidden and remain unacknowledged by participants.

Macrolevel analysis: An approach that examines whole societies, large-scale social structures, and social systems instead of looking at important social dynamics in individuals' lives.

Manifest functions: Functions that are intended and/or overtly recognized by the participants in a social unit.

Microlevel analysis: An approach that focuses on small groups rather than large-scale social structures.

Positivism: A belief that the world can best be understood through scientific inquiry.

Postmodern perspectives: The sociological approach that attempts to explain social life in contemporary societies that are characterized by postindustrialization, consumerism, and global communication.

Social Darwinism: Herbert Spencer's belief that those species of animals, including human beings, best adapted to their environment survive and prosper, whereas those poorly adapted die out.

Social facts: Emile Durkheim's term for patterned ways of acting, thinking and feeling that exist outside any one individual but that exert social control over each person.

Society: A large social grouping that shares the same geographical territory and is subject to the same political authority and dominant cultural expectations.

Sociological imagination: C. Wright Mills' term for the ability to see the relationship between individual experiences and the larger society.

Sociology: The systematic study of human society and social interaction.

Symbolic interactionist perspectives: The sociological approach that views society as the sum of the interactions of individuals and groups.

Theory: A set of logically interrelated statements that attempts to describe, explain, and (occasionally) predict social events.

Urbanization: The process by which an increasing proportion of a population lives in cities rather than in rural areas.

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What's New in This Chapter

The following elements are improvements in this chapter from the previous edition:

- New *Sociology & Everyday Life* opener "Applying Sociology Skills in Any Career"
- Updated discussion of sociological imagination
- Clearer introduction to concepts that are central to the study of sociology
- More focus on sociology and careers
- New Thinking Ahead: Changing Opportunities in Sociology

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Chapter Outline

I. Putting Social Life into Perspective
   a. **Icebreaker: 15–20 minutes total**
      i. Our society is very diverse. One way to think of diversity is to think of the many different demographics (e.g., education level, nationality, religion, marital status, gender, age, or others) that exist.
      ii. Take the next 5 minutes to create a list of the demographics that make you who you are.
      iii. Then as a class, create a graph showing the different ways that your class is diverse.
   b. Subdisciplines in Sociology
      i. What else will you learn in sociology?

II. The Sociological Imagination
   a. Unemployment as a Personal Trouble
   b. Unemployment as a Public Issue

III. The Development of Sociological Thinking

IV. Early Social Thinkers Focus on Social Order and Stability
   a. Auguste Comte
   b. Harriet Martineau
   c. Herbert Spencer
   d. Émile Durkheim

V. Differing Views on the Status Quo: Stability or Change?
   a. Karl Marx
   b. Max Weber
   c. Georg Simmel

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VI. The Beginnings of Sociology in the United States
    a. The Atlanta Sociological Laboratory and W.E.B. Du Bois
    b. The Chicago School
    c. Jane Addams

VII. Contemporary Sociological Perspectives
    a. Functionalist Perspectives
        i. Talcott Parsons and Robert K. Merton
        ii. Applying a Functional Perspective to Employment
    b. Conflict Perspectives
        i. Max Weber and C. Wright Mills
        ii. The Feminist Approach
        iii. Applying Conflict Perspectives to Employment
    c. Symbolic Interactionist Perspectives
        i. Applying Symbolic Interactionist Perspectives to Work
    d. Postmodern Perspectives
    e. Applying Postmodern Perspectives to Work

VIII. Thinking Ahead: Changing Opportunities in Sociology

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Additional Discussion Questions

The following are discussion questions that do not appear in the text, PPTs, or courseware – they are for you to use as you wish. You can assign these questions several ways: in a discussion forum in your LMS; as whole-class discussions in person; or as a partner or group activity in class.

1. **Discussion: Sociological Imagination, Duration 15 minutes.**
    a. What is the sociological imagination?
        i. Answer: C. Wright Mills' term for the ability to see the relationship between individual experiences and the larger society.
    b. How might the sociological imagination be useful in your everyday life?
        i. Answer: Answers will vary. Students should consider the difference between "personal problems" and "public issues" or the difference between "blaming the victim" and "blaming the "system."

2. **Discussion: Unemployment as a Public Issue, Duration 15 minutes.**
    a. Why can the ability to secure a job be affected by factors at the individual level?
        i. Answer: The ability to secure a job may be affected by several factors that we may perceive are at the individual level, including making the effort to locate open jobs, having the social networks (through tools like LinkedIn) to connect with available positions, having the ability to interview for the position (transportation, technology, and position-appropriate attire), and possessing the credentials, skills, or other qualifications (such as degree) required for the position.

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   b. How did the COVID-19 pandemic influence the unemployment rate?
      i. Answer: A very striking example was the increase in the unemployment rate during the early months of the COVID-19 pandemic. This increase was the result of the closing of businesses, including those in the service (restaurants) and entertainment (theaters) industries, and the shifting to online learning for schools and working remotely for many places of business, which reduced the availability and need for childcare.

3. **Discussion: Functionalist Perspectives, Duration 10 minutes.**
   a. What are the manifest functions of colleges and universities?
      i. Answer: Provide students with an intellectual framework, imparting practical skills, and conveying society's values.
   b. What latent functions do they also perform?
      i. Answer: Socialization with peers and conformity to norms.

4. **Discussion: Herbert Spencer, Duration 15 minutes.**
   a. What was Herbert Spencer's major contribution to sociology?
      i. Answer: Spencer's major contribution to sociology was an evolutionary perspective on social order and social change.
   b. What is meant by "social Darwinism"?
      i. Answer: Social Darwinism is the perspective that the individual human beings and groups that are best adapted to natural and social environments will prosper, whereas those that are not well adapted will struggle.

5. **Discussion: The Feminist Approach, Duration 10 minutes.**
   a. What does a feminist theoretical approach focus on?
      i. Answer: A feminist theoretical approach directs attention to women's experiences and the importance of gender as an element of social structure.
   b. What system do feminist theorists believe we live in?
      i. Answer: According to feminist theorists, we live in a patriarchy, a system in which men dominate women and people of other genders.

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Additional Activities and Assignments

The following are activities and assignments developed by Cengage but are not included in the text, PPTs, or courseware – they are for you to use if you wish.

1. **The Sociological Imagination:** Surf news sources on the Internet in class and use some of these as a springboard for your presentation of C. Wright Mills' ideas about the **sociological imagination**.

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a. Find stories that seem to relate news about personal problems, such as family, crime, employment, health, and education.
b. You may have to help your students work backward to determine how these stories reflect personal troubles.
c. What are the social issues involved? Challenge your class to engage in big-picture thinking.

2. **Theoretical Thinking:** Introduce theoretical thinking by asking your students to come up with some of their own theories about "why things are the way they are." You will need to help them refine their thinking; this is a great way to introduce some of the key ideas of the thinkers in this chapter. Keep asking "why?" to students' theoretical explanations. This will help push students into more general and abstract thinking. Provide an example to get everyone started:
    a. Why is health care such a social problem?
    b. Why do families come apart?
    c. Why are some people better prepared for the future?
3. **The American Sociological Association:** To get a better grip on what sociology is all about, ask students to explore the American Sociological Association's website. Students can explore the three major sections on the main page: (sociologists, students, and the public). Students should bring to class a piece of information that they discover while exploring this site.

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Additional Resources

Video Suggestions

- ***Selma*** (128 minutes)
  Selma is the story of a movement. The film chronicles the tumultuous 3-month period in 1965 when Dr. Martin Luther King, Jr. led a dangerous campaign to secure equal voting rights in the face of violent opposition. The epic march from Selma to Montgomery culminated in President Johnson signing the Voting Rights Act of 1965, one of the most significant victories for the civil rights movement. Selma tells the real story of how the revered leader and visionary Dr. Martin Luther King Jr. and his brothers and sisters in the movement prompted change that forever altered history.

- ***Nicholas Christakis: The Sociological Science Behind Social Networks and Social Influence*** (56 minutes; YouTube)
  Description from SocCinema: In this nice introductory lecture on the discipline of sociology, physician and sociologist Nicholas Christakis explodes the popular myth that people are masters of their own destiny. As the YouTube blurb states, "If you think you're in complete control of your destiny or even your own actions, you're wrong. Every choice you make, every behavior you exhibit, and even every desire you have finds its roots in the social universe."

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- ***Advertising & The End of the World*** (46 minutes)
  Drawing from the broad arena of commercial imagery, and utilizing sophisticated graphics, *Advertising & The End of the World* addresses the issues these questions raise, encouraging viewers to reflect on their own participation in the culture of consumption. Making the connection between society's high-consumption lifestyle and the coming environmental crisis, Jhally forces us to evaluate the physical and material costs of the consumer society and how long we can maintain our present level of production.

- ***The Persuaders*** (90 minutes; PBS Frontline)
  Frontline examines the "persuasion industries"—advertising and public relations. To cut through consumers' growing resistance to their pitches, marketers have developed new ways of integrating their messages into the fabric of our lives, using sophisticated market research techniques to better understand consumers, and turning to the less-understood techniques of public relations to make sure their messages come from sources we trust.

- ***Greed: Is It Necessarily Bad?*** (90 minutes; Films for the Humanities and Sciences)
  Discusses the subject of credit cards and consumerism. Show this film to ensure a lively discussion. In a material world, some argue that financier Michael Milken may have done more for humanity than even Mother Teresa. In this program, ABC News anchor John Stossel, entrepreneur Ted Turner, economist Walter Williams, and philosopher David Kelley redefine greed, discussing its value as the driving power in business that creates opportunities for others as it churns wealth for itself, by pumping capital into the economy, providing jobs, and offering goods and services that improve the quality of life. Greed may be the best thing to come along since philanthropy.

- ***The Card Game*** (90 minutes; Frontline)
  As credit card companies face rising public anger, new regulation from Washington and staggering new rates of default and bankruptcy, *Frontline* correspondent Lowell Bergman investigates the future of the massive consumer loan industry and its impact on a fragile national economy. In *The Card Game*, a follow-up to the *Secret History of the Credit Card* and a joint project with *The New York Times*, Bergman and the *Times* talk to industry insiders, lobbyists, politicians, and consumer advocates as they square off over attempts to reform the way the industry has done business for decades.

- ***The Suicide Plan*** (83 minutes; Frontline)
  This Frontline film explores the underground world of assisted suicide from the point of view of not only those choosing to die but also those people and organizations that assist them.

- ***A Death of One's Own*** (88 minutes; Films for the Humanities and Sciences)
  This film addresses issues related to personal control and physician-assisted suicide. Bill Moyers hosts interviews with three families and their doctors.

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- ***Juliet Schor, The Overspent American*** (33 minutes)
  In this powerful video, Juliet Schor scrutinizes what she calls "the new consumerism"—a national phenomenon of upscale spending that is shaped and reinforced by a commercially driven media system. She argues that "keeping up with the Joneses" is no longer enough for middle- and upper-middle-class Americans, many of whom become burdened with debilitating debt as they seek to emulate materialistic TV lifestyles.

- ***Karl Marx and Marxism*** (53 minutes; Films for the Humanities and Sciences)
  This program looks at Marx, at the roots of his philosophy, at the causes and explanations of his philosophical development, and at the most direct outcome of his philosophy: the failed Soviet Union.

- ***Gosford Park*** (138 minutes; Netflix)
  This is a great film that demonstrates the stark class distinctions that persist in other parts of the world. The film will help students understand the kind of world that Marx was addressing as he developed his grand theory. There are several excellent clips you can discuss with students; or you can assign the film for extra credit. Watch it yourself before your presentation about social theories.

- ***Guns, Germs, and Steel*** (180 minutes; National Geographic Video)
  Showing clips from this video, which is based on the bestselling book by the biologist Jared Diamond, can help you explain social evolution (Spencer) and the impact of industrialization and urbanization on the development of world civilizations. Your university library may have this DVD in its collection, or you can find it on Netflix.

- ***Les Miserables*** (159 minutes)
  Show the whole film or just excerpts to capture the mood of the Industrial Revolution across Europe. This film helps you show students the historical context of thinkers like Comte, Marx, and Spencer.

Additional Resources for Instructors

- Anderson, L. W., & Krathwohl, D. R. (Eds.). (2001). *A taxonomy for learning, teaching, and assessing: A revision of Bloom's taxonomy of educational objectives.* New York: Addison Wesley Longman.
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- Mead, G. H. (1934). The Mind, Self, and Society. Chicago: University of Chicago Press.
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- Rigney, D. (2001). The Metaphorical Society. Lanham: Rowman and Littlefield.
- Sikora, J., & Mbugua, N. (2004). Introductory sociology resource manual (6th ed.). Washington, D.C.: American Sociological Association.
- Solomon, R., & Solomon, J. (1993). Up the university: Re-creating higher education in America. Reading, MA: Addison Wesley.
- Teaching Sociology, a quarterly publication of the American Sociological Association, 1722 N. Street, N.W., Washington, DC 20036, phone (202) 833-3410.

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INTRO SOCIOLOGY YOUTUBE CHANNEL

- Intro Sociology YouTube Channel: Use the **Intro Sociology YouTube Channel** as a resource to help students further understand concepts and topics from each chapter.

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