

Introduction to Sociology

Social Interaction and the Social Construction of Reality

- I. MicroCase Highlights
- II. Ferrante's focus on the Democratic Republic of the Congo and AIDS: *what's her main point?* (CC# 1-2)
- III. Social Solidarity and the Global Division of Labor (CC# 3-4)
- IV. Statuses, Roles, and the Presentation of Self (CC# 5-7)
- V. The Thomas Theorem and the Social Construction of Reality (CC# 8)



Chapter 5

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MicroCase Highlights: Exercise 1

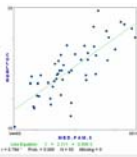
- *What constitutes a distinctively sociological explanation of something*
- *Independent vs. dependent variables*
- *Rates as social facts*



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MicroCase Highlights: Exercise 2

- *The problem of comparing maps visually*
- *Scatterplots: knowing how to read them*
- *Correlation coefficients: measure the strength of a relationship (p. 22 for Pearson's r)*
- *Tests of statistical significance: the .05 and .01 standards (* and **)*
- *Correlation does not necessarily imply causation (the case of ice cream and crime)*
- *The issue of time order (question 4f on median income and college graduation rates)*



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Exercise 3 (due Thurs.)

- **Cross-tabulations**
- **Placement of variables**
- **A different correlation coefficient: Cramer's V (see p. 37 for cutoffs for strong, moderate, and weak relationship—they are different from those of Pearson's r)**
- **But statistical significance indicated the same way**

Chi-Square	Df	Asymp. Sig.	Exact Sig.
11.234 ^a	1	.001	.001
Continuity Correction (2x2 table):			
11.234 ^a	1	.001	.001
Linear-by-Linear Association:			
11.234 ^a	1	.001	.001
N of Valid Cases = 100			

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Ferrante's focus on the Congo and AIDS: what's her main point?



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Reminders of C. Wright Mills' distinctions:

Personal Troubles & Public Issues

Biography and History

- **the larger social forces that create and disrupt social interaction in the world**
- **the important legacy of European colonialism in most developing societies**
- **how these social forces are implicated in disease transmission and response**
- **(not mentioned in the chapter:) what other highly-deadly disease has shown the ability to jump from animals to humans? How has it been contained so far?**

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Context: Social Solidarity and the Global Division of Labor

Emile Durkheim

Mechanical Solidarity	Organic Solidarity
sameness	difference interdependence
dominance of primary group ties	dominance of secondary group ties
common collective consciousness	limited collective consciousness (cult of individualism)

What implications does this have for the nature of social interaction?

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“Durkheim hypothesized that societies become more vulnerable as the division of labor becomes more complex and more specialized.” (p. 122)

“AIDS cannot be viewed simply as a biological event; it is a social event as well.” (p. 125)

What other diseases have spread rapidly around the globe in recent years?

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Status and Role

- **Ascribed vs. achieved statuses**
- **Master statuses**
- **Statuses and roles**



Example: college professor

Role Expectations



Goffman and Role Performance (CC#7)

Dramaturgical Perspective



Presentation of Self

Impression Management

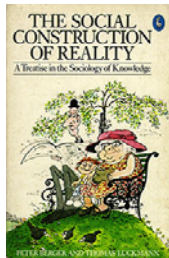


Front stage and back stage

- *what's the key sociological point of all this? Does the dramaturgical perspective imply that we are all puppets of society?*

The Thomas Theorem and the Social Construction of Reality

- *the general concept*
- *attribution theory: two types of causes*
 - *dispositional causes*
 - *situational causes*
- *relevance to the history of AIDS*



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The Ugandan Success Story

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A Key Implication of this chapter:

History and biography are increasingly global in nature

Personal troubles and public issues play out at a global level

Solutions increasingly involve global policy and response mechanisms