

Chapter 1 Discovering Sociology

Multiple Choice

1) Diana is a first-year student at the community college this year after attending private schools her entire life. This is the first time she has encountered such diversity in the student population based on race, ethnicity, and social class. Diana is trying to understand how she fits into the community college environment and how she can best contribute to it. In view of this, which phrase **BEST** describes Diana?

- A) Diana is practicing the sociological imagination.
- B) Diana is practicing ethnocentrism.
- C) Diana is experiencing culture shock.
- D) Diana is a victim of the relativist fallacy.

Answer: A

Diff: 2 Page Ref: 2

Skill: Applied

2) In explaining the sociological imagination, C. Wright Mills called the events that have shaped an entire society's values and beliefs _____.

- A) biography
- B) history
- C) culture
- D) manifest destiny

Answer: B

Diff: 1 Page Ref: 3

Skill: Factual

3) How would a typical sociologist view the concept of isolationism?

- A) He or she would embrace it as a preferred method of global management.
- B) He or she would recommend it as a preferred policy of technically advanced, industrialized nations.
- C) He or she would view it as being not only ridiculous, but also impossible.
- D) He or she would recommend it as a preferred policy for the least developed, low-income nations.

Answer: C

Diff: 2 Page Ref: 5

Skill: Conceptual

4) The human need to establish families, groups, communities, and organizations is referred to as _____.

- A) social stratification
- B) the social imperative
- C) manifest destiny
- D) sociobiology

Answer: B

Diff: 2 Page Ref: 3

Skill: Factual

5) What was the most important relationship C. Wright Mills identified when he addressed the sociological imagination?

- A) the gap between social class and race
- B) the connection between history and biography
- C) the importance of education and practical experience
- D) the cumulative effects of stress and social control

Answer: B

Diff: 2 Page Ref: 3

Skill: Factual

6) During a tour of the county jail, Sally observed a high percentage of the inmates were African Americans and Hispanics. Sally asked her professor and the prison official escorting the class a series of questions to explain this overrepresentation of minorities. For every answer they provided Sally had another question. This form of circular inquiry that asks questions and questions answers is called _____.

- A) secondary analysis
- B) ethnomethodology
- C) dramaturgical analysis
- D) sociological thinking

Answer: D

Diff: 2 Page Ref: 6

Skill: Conceptual

7) What do sociologists call the discrepancy between the homes of white Americans and the homes of minorities when addressing the lack of access to new technomedia by minorities?

- A) the invisible institution
- B) the digital divide
- C) media discrimination
- D) cultural lag

Answer: B

Diff: 1 Page Ref: 11

Skill: Factual

8) As a sociologist, what was Harriet Martineau's greatest contribution to the discipline?

- A) She developed the concept of social Darwinism.
- B) She developed the concept of the ideal type.
- C) She compared society to a living organism.
- D) She translated Comte's work into English.

Answer: D

Diff: 1 Page Ref: 13

Skill: Factual

9) A conceptual model or typology constructed from the direct observation of a number of specific cases and representing the essential qualities found in those cases is called _____.

- A) the manifest function
- B) the latent function
- C) positivism
- D) the ideal type

Answer: D

Diff: 1 Page Ref: 15

Skill: Factual

10) According to Ward, the study of society, in an effort to understand and explain the natural laws that govern its evolution is _____.

- A) applied sociology
- B) ethnomethodology
- C) pure sociology
- D) dramaturgical analysis

Answer: C

Diff: 1 Page Ref: 16

Skill: Factual

11) Objectively assessing ideas, statements, and information that entails solving problems and analyzing evidence describes _____.

- A) the sociological imagination
- B) cultural relativism
- C) ethnocentrism
- D) critical thinking

Answer: D

Diff: 1 Page Ref: 6

Skill: Factual

12) Forms of communication that transmit standardized messages to widespread audiences refer to _____.

- A) the mass media
- B) propaganda
- C) the sociological imagination
- D) sociological thinking

Answer: A

Diff: 1 Page Ref: 9

Skill: Factual

13) The use of observation, comparison, experimentation, and the historical method to analyze society is called _____.

- A) compurgation
- B) positivism
- C) econometrics
- D) rationalization

Answer: B

Diff: 1 Page Ref: 13

Skill: Factual

14) What university is credited with developing the first sociology program in the United States?

- A) the University of Pennsylvania
- B) Harvard
- C) Princeton
- D) the University of Chicago

Answer: D

Diff: 1 Page Ref: 16

Skill: Factual

15) The focus on day-to-day interactions of individuals and groups in specific social situations used in symbolic interactionism is referred to as _____.

- A) dramaturgical analysis
- B) microlevel analysis
- C) functional analysis
- D) macrolevel analysis

Answer: B

Diff: 1 Page Ref: 17

Skill: Factual

16) Which two sociological perspectives rely on macrolevel analysis?

- A) symbolic interactionism and structural functionalism
- B) symbolic interactionism and the conflict perspective
- C) structural functionalism and the conflict perspective
- D) dramaturgical analysis and ethnomethodology

Answer: C

Diff: 2 Page Ref: 18-19

Skill: Conceptual

17) Dramaturgical analysis and the labeling approach are most aligned with which sociological perspective?

- A) structural functionalism
- B) the conflict perspective
- C) the neo-conflict perspective
- D) symbolic interactionism

Answer: D

Diff: 2 Page Ref: 18

Skill: Conceptual

18) The French sociologist who was primarily concerned with social order and wrote extensively on social solidarity as well as suicide was _____.

- A) Jacques Cousteau
- B) Charles de Gaulle
- C) Louis Pasteur
- D) Émile Durkheim

Answer: D

Diff: 1 Page Ref: 14

Skill: Factual

19) The German sociologist who developed the concepts of *Verstehen* and the ideal type was _____.

- A) Karl Marx
- B) Max Weber
- C) Franz Gall
- D) Charles Goring

Answer: B

Diff: 2 Page Ref: 15

Skill: Factual

20) The first sociology courses in the United States were taught by _____ at Brown University.

- A) W.E.B. DuBois
- B) Robert Park
- C) Lester Ward
- D) Ernest Burgess

Answer: C

Diff: 2 Page Ref: 16

Skill: Factual

21) The applied sociologist who won the Nobel Prize for her work with the poor and homeless in Chicago was _____.

- A) Margaret Sanger
- B) Susan B. Anthony
- C) Diana L. Murphy
- D) Jane Addams

Answer: D

Diff: 2 Page Ref: 16

Skill: Factual

22) Media experts assert that the primary medium for broadcasting is _____.

- A) the Internet
- B) the newspaper
- C) television
- D) radio

Answer: C

Diff: 2 Page Ref: 11

Skill: Factual

23) Sets of assumptions that guide research questions, methods of analysis and interpretation, and the development of theory refer to _____.

- A) paradigms
- B) symbolism
- C) values
- D) the definition of the situation

Answer: A

Diff: 2 Page Ref: 16

Skill: Applied

24) Which of the following sociologists are best known for their work with the symbolic interactionist perspective?

- A) Max Weber, Karl Marx, William Domhoff
- B) George Herbert Mead, Charles Horton Cooley, Manford H. Kuhn
- C) Émile Durkheim, Herbert Spencer, Auguste Comte
- D) Lester Ward, W.E.B. DuBois, Henri Saint Simon

Answer: B

Diff: 2 Page Ref: 17 - 18

Skill: Factual

25) In Howard Becker's classic work, *Outsiders*, what occupation did the public consider as deviant because of its nontraditional role, hours of work, and interracial association?

- A) police officers
- B) professional wrestlers
- C) jazz musicians
- D) rodeo clowns

Answer: C

Diff: 2 Page Ref: 18

Skill: Factual

26) Universities are expected to prepare students for professional careers or to provide them the skills necessary for the pursuit of graduate degrees. Such expectations are considered as _____ of the university.

- A) dysfunctions
- B) latent functions
- C) symbolic functions
- D) manifest functions

Answer: D

Diff: 2 Page Ref: 19

Skill: Applied

27) Who was the 20th century sociologist who addressed the concept of *The Power Elite* as shaping foreign and domestic policy for the benefit of the wealthy and powerful class?

- A) C. Wright Mills
- B) Robert K. Merton
- C) Erving Goffman
- D) Edwin Sutherland

Answer: A

Diff: 2 Page Ref: 20

Skill: Factual

28) The first major technological development in creating a powerful mass media was _____.

- A) the creation of the steam-powered printing press
- B) the invention of the microchip
- C) the invention of television
- D) the development of wireless communication

Answer: A

Diff: 1 Page Ref: 9

Skill: Factual

29) The ultimate form of technomedia specializing in *narrowcasting* is the _____.

- A) newspaper
- B) Internet
- C) television
- D) radio

Answer: B

Diff: 2 Page Ref: 11

Skill: Factual

30) The social event that inspired Auguste Comte to develop a scientific approach to problem solving and the study of society was the _____.

- A) American Revolution
- B) discovery of the New World
- C) French Revolution
- D) drafting of the United States Constitution

Answer: C

Diff: 1 Page Ref: 13

Skill: Factual

31) The English sociologist who translated *Positive Philosophy* into English and studied social life in America was _____.

- A) Jane Addams
- B) Margaret Sanger
- C) Harriet Martineau
- D) Susan B. Anthony

Answer: C

Diff: 2 Page Ref: 14

Skill: Factual

32) In his classic work *Suicide*, Durkheim linked suicide to _____.

- A) social integration
- B) social stratification
- C) race and ethnicity
- D) income and wealth

Answer: A

Diff: 2 Page Ref: 15

Skill: Factual

33) The father of the Iowa School of Symbolic Interactionism is _____.

- A) Auguste Comte
- B) Manford Kuhn
- C) Edwin Lemert
- D) Howard Becker

Answer: B

Diff: 3 Page Ref: 18

Skill: Factual

34) Unintended or unrecognized consequences of social institutions, such as elementary schools' serving as child care facilities, are referred to as _____.

- A) dysfunctions
- B) macrolevel objectives
- C) latent functions
- D) microlevel objectives

Answer: C

Diff: 2 Page Ref: 19

Skill: Applied

35) Max Weber's term for a conceptual model or typology constructed from the direct observation of a number of specific cases and representing the essential qualities found in those cases was _____.

- A) latent function
- B) the ideal type
- C) *Verstehen*
- D) manifest function

Answer: B

Diff: 2 Page Ref: 15

Skill: Factual

True/False

1) The two key ingredients to fully understanding the sociological imagination are social dynamics and social statics.

Answer: FALSE

Page Ref: 3

2) Complex social issues are best viewed in simple terms of being right or wrong, black or white, liberal or conservative.

Answer: FALSE

Page Ref: 6

3) Sociological thinking is a form of critical thinking that involves objectively assessing ideas, statements, and information.

Answer: TRUE

Page Ref: 6

4) Media presentations almost always emphasize personal over social issues and emotional over intellectual issues.

Answer: TRUE

Page Ref: 10

5) From its introduction to the public in 1939, television was heralded as the "body, voice, and mind of tomorrow" and universally accepted by media experts and the public.

Answer: FALSE

Page Ref: 9

6) The driving forces that led to the development of sociology in Europe in the 19th century were industrialization, urbanization, and immigration.

Answer: TRUE

Page Ref: 13

7) Prior to the work of Auguste Comte, little attention was given to the interpretation of social life by philosophers, poets, or religious leaders, even in the most advanced ancient civilizations of Babylon, Egypt, or India.

Answer: FALSE

Page Ref: 12

8) The use of observation, comparison, experimentation, and the historical method to analyze society is referred to as positivism.

Answer: TRUE

Page Ref: 13

9) Auguste Comte envisioned sociology as leading to a utopian society fine-tuned by social engineers, known as sociologists, who would apply sociological knowledge to cure society's ills.

Answer: TRUE

Page Ref: 14

10) Margaret Sanger made her most significant contribution to the newly developing science called sociology by translating the original works of Auguste Comte from French into English.

Answer: FALSE

Page Ref: 14

11) Herbert Spencer was the social thinker to use the term "survival of the fittest" to propose a species' survivability is linked to its ability to adapt to changing conditions.

Answer: TRUE

Page Ref: 14

12) Sociology developed as a science in America for the same general reasons it developed in Europe, specifically the onset of rapid industrialization, immigration, and urbanization.

Answer: TRUE

Page Ref: 16

13) The first major technological development in creating a powerful mass media was the invention of the microchip.

Answer: FALSE

Page Ref: 9

14) Pure sociology and applied sociology are virtually the same since the rise of postmodernity.

Answer: FALSE

Page Ref: 16

15) George Mead, William I. Thomas, Charles Horton Cooley, and Erving Goffman are best known for introducing and advancing the principles of the symbolic interactionist perspective of sociology.

Answer: TRUE

Page Ref: 17-18

16) The view that society is a social arena in which diverse groups with differing values and interest compete for scarce resources is the basic principle of the conflict perspective.

Answer: TRUE

Page Ref: 19

17) Dramaturgical analysis, the use of the analogy of the theater to analyze social behavior, is most aligned with the structural functionalist perspective.

Answer: FALSE

Page Ref: 18

18) An example of the dysfunction of the social institution of higher education would be the number of students who fall victim to excessive drinking and partying, thus creating social problems for themselves and the rest of society.

Answer: TRUE

Page Ref: 19

19) When writing his classic work *Outsiders*, Howard Becker explored the fascinating world of research sociologists who employed full participation for an in-depth look at motorcycle gangs, the homeless, and prison inmates.

Answer: FALSE

Page Ref: 18

20) The power elite concept was developed by Herbert Spencer to explain the superiority of civilized members of society over the less evolved and less powerful lower classes.

Answer: FALSE

Page Ref: 20

Fill-in-the-Blanks

1) The quality of mind that provides an understanding of ourselves within the context of the larger society is called _____.

Answer: the sociological imagination

Page Ref: 2-3

2) In explaining the sociological imagination, C. Wright Mills called the events that have shaped an entire society's values and beliefs _____.

Answer: history

Page Ref: 3

3) The first major technological development in creating a powerful mass media occurred in the mid-19th century with the invention of the _____ that led to the widespread distribution of affordable newspapers, magazines, and books.

Answer: steam-powered printing press

Page Ref: 9

4) *Verstehen* is defined by Weber as _____.

Answer: a subjective, empathetic, introspective analysis of social interaction

Page Ref: 15

5) Émile Durkheim believed that social solidarity could be categorized into two types: _____, which is found in simple rural societies, and _____, which is found in urban societies.

Answer: mechanical; organic

Page Ref: 15

6) The definition of the situation, also referred to as the Thomas theorem, can be summarized by the phrase _____.

Answer: "if people define situations as real, they are real in their consequences"

Page Ref: 17

7) C. Wright Mills called the powerful military, industrial, and political leadership that shapes domestic and foreign policy _____.

Answer: the Power Elite

Page Ref: 20

8) The discrepancy between the access to new technomedia in the homes of minorities compared to access in the homes of white Americans is called _____ by sociologists.

Answer: the digital divide

Page Ref: 11

9) The two major areas of study that Auguste Comte identified for sociologists in his book *Positive Philosophy* were _____ and _____.

Answer: social statics; social dynamics

Page Ref: 13

10) The three variables most linked to the dramatic social upheaval in Europe that led to the development of sociology were _____, _____, and _____.

Answer: industrialization, immigration, urbanization

Page Ref: 13

Matching

Match the following:

- | | |
|--|--------------------------|
| 1) The European philosopher who became so intensely engaged in sociology that he considered the discipline a religion and saw sociologists as being the high priests of positivism.
<i>Page Ref: 14</i> | A) Karl Marx |
| 2) The sociologist who said "sociology is not a practice, but an attempt to understand" and is also known for coining the phrase "things are not necessarily what they seem."
<i>Page Ref: 2</i> | B) Wilson Dizard |
| 3) The English sociologist who used organic analogy to compare society to living organisms and developed the concept of social Darwinism.
<i>Page Ref: 14</i> | C) Herbert Spencer |
| 4) Trained in history, economics, and philosophy, this theorist claimed the unequal distribution of wealth in society is caused by social forces and class differences.
<i>Page Ref: 14</i> | D) Margaret Sanger |
| 5) This early French sociologist believed that social solidarity was the key to social order.
<i>Page Ref: 15</i> | E) Harriet Martineau |
| 6) The sociologist who coined the term <i>ideal type</i> and also studied the bureaucracy.
<i>Page Ref: 15</i> | F) W.E.B. DuBois |
| 7) This European sociologist translated Comte's <i>Positive Philosophy</i> into English.
<i>Page Ref: 14</i> | G) Jane Addams |
| 8) The communications expert who called newspapers, radio, magazines, books, and motion pictures "old media."
<i>Page Ref: 9</i> | H) Charles Horton Cooley |
| 9) One of the founders of American social work, this applied sociologist won a Nobel Prize for her work at Hull House in Chicago.
<i>Page Ref: 16</i> | I) Auguste Comte |
| 10) This sociologist is considered the founder of Afro-American sociology and was a co-founder of the NAACP.
<i>Page Ref: 16</i> | J) Manford Kuhn |
| 11) The symbolic interactionist who argued that the theoretical assumptions of symbolic interactionism can be operationally applied in more positivistic scientific ways.
<i>Page Ref: 18</i> | K) Lester Ward |
| 12) The contemporary sociologist addressed the sociological imagination and noted it required an understanding of history and biography.
<i>Page Ref: 3</i> | L) Émile Durkheim |
| 13) The first systematic American sociologist who differentiated between pure sociology and applied sociology.
<i>Page Ref: 16</i> | M) C. Wright Mills |
| 14) A social reformer who applied sociological theories to problems of population, health, and women's rights.
<i>Page Ref: 16</i> | N) Peter Berger |
| 15) The symbolic interactionist who developed the concept of the looking-glass self.
<i>Page Ref: 17</i> | O) Max Weber |

- | | | | |
|-------|-------|-------|-------|
| 1) I | 2) N | 3) C | 4) A |
| 5) L | 6) O | 7) E | 8) B |
| 9) G | 10) F | 11) J | 12) M |
| 13) K | 14) D | 15) H | |

Essay

- 1) Define mass media and trace its evolution from its simplest form to its present day complexity.

Answer: Mass media refers to forms of communication that transmit standardized messages to widespread audiences. It includes "old media" such as newspapers, magazines, books, radio, television, and motion pictures and "technomedia" (also referred to as the "new media") which are the newer and more personalized information technologies including personal computers, CD-ROMs, fax machines, video games, handheld data banks, the Internet, fiber optics, and interactive television.

The first technological development in creating a mass media was the invention of the steam powered printing press in the mid-nineteenth century that made the widespread distribution of affordable newspapers, magazines, and books possible. This was followed by the introduction of radio in 1920, television in 1939, and then the computer in 1950. The invention of the microchip was the impetus to making computer technology affordable and user-friendly to the average person.

Page Ref: 9-10

- 2) Trace the changes in society that led to the development of sociology in Europe and also in America.

Answer: The driving forces behind the development of sociology in Europe and America were industrialization, urbanization, and immigration. Together, these three events created a social climate that required new ideologies and perspectives to explain social interaction and personal development. With the advent of new technologies, factories developed, luring people from small villages and farms to cities where they sought factory work. The resulting industrialization transformed Europe from an agricultural to a manufacturing society. The growth of large cities that accompanied the movement of the masses from the country and across political boundaries to the developing cities created tremendous social change that greatly affected the political, economic, and social foundations of society. With these rapid social changes, problems developed that included unemployment, inadequate housing, crime waves, pollution, and disease. The manner in which social events were explained shifted from the theological to the scientific. Human behavior and social conditions were no longer explained by supernatural forces but by logical, rational, and cause-and-effect explanations. This change in ideology paved the way for the development of sociology in Europe by Auguste Comte and other European social scientists in the 19th century. When Comte's work was translated, it set the stage for the transfer of the new science to America where it was quickly adopted for the same reasons it became popular in Europe.

Page Ref: 12-16

- 3) What was the Chicago School? Trace its development noting its emphasis and its most well known theorists.

Answer: The theoretical and methodological contributions made by the scholars who established the first sociology curriculum at the University of Chicago became known as the Chicago School. The city of Chicago served as a dynamic sociological laboratory to observe and analyze the social impact of urbanization and industrialization. The major emphasis of the Chicago School was based on the symbolic interactionist perspective. Among the early theorists making a contribution to the Chicago School were George H. Mead, who addressed the meaning of symbols in social interaction; William I. Thomas, who addressed the definition of the situation and how perception is as real as actual fact; and Charles Horton Cooley, who introduced the concept of the looking-glass self.

Page Ref: 16-18

4) Identify the major European and American sociologists who contributed to the development of the discipline on each continent.

Answer: In Europe Auguste Comte, Harriet Martineau, Herbert Spencer, Émile Durkheim, Karl Marx, and Max Weber were the major players in developing the science of sociology.

Auguste Comte, considered to be the father of sociology, coined the term *sociology* in his book *Positive Philosophy*. Comte stressed the concept of positivism, which was the use of observation, comparison, experimentation, and the historical method to analyze society. He also identified two major areas of study for sociologists, social statics and social dynamics.

Harriet Martineau's major contribution to the discipline was her translation of Comte's work from French to English, introducing the new science of sociology to the English-speaking world. Martineau also made a major contribution to the discipline with her book *Society in America*, which documented American social life.

Herbert Spencer was an English theoretical sociologist who relied heavily on evolutionary theory to explain human behavior. He is credited with developing the concept of social Darwinism, which stressed the survival of the fittest, to members of society.

Karl Marx, although not a sociologist by training, made one of the most significant contributions to the discipline with his explanation of social inequality being the result of social forces. He linked social class to being limited to only two groups, the "haves," or bourgeoisie, who owned the means of production and the "have-nots," or proletariat, who were the working class laborers.

Émile Durkheim made important contributions to sociology in his studies of social order, social integration, suicide, and religion.

Max Weber stressed that sociological research should be value-free, analyzing what society is and not what researchers feel it should be. Weber is most known for his concept of *Verstehen*, which refers to a subjective, empathetic, introspective analysis of human interaction; his development of the concept of the *ideal type*; and his study of bureaucracy.

When sociology crossed the Atlantic and came to America, the major theorists involved in its development were Lester Ward, Jane Addams, Margaret Sanger, and William E. B. DuBois.

Lester Ward was the first systematic American sociologist. He is credited with differentiating between applied sociology and theoretical (pure) sociology.

Jane Addams was an applied sociologist who put sociological training to work with the establishment of Hull House in Chicago in 1889. This led to her winning a Nobel Prize in 1931.

Margaret Sanger applied sociological theories to problems of population, health, and women's rights. She published the journal *Woman Rebel* aimed at raising the consciousness of working-class women.

William E.B. DuBois was the first African American to earn a doctorate from Harvard University. He is considered the founder of African-American sociology and was one of the founders of the NAACP.

Page Ref: 13-16

5) Identify and define the three sociological perspectives.

Answer: The three sociological perspectives are the symbolic interactionist perspective, the structural functionalist perspective, and the conflict perspective.

The symbolic interactionist perspective views social meaning as arising through the process of social interaction. Contemporary symbolic interactionism rests on three basic premises: (1) human beings act towards things on the basis of the meanings that they attach to them; (2) these meanings are derived from social interaction with others; and (3) these meanings may be changed or modified through interaction and interpretation.

The structural functionalist perspective examines the broader social structures and society as a whole. This perspective emphasizes social structure and order. It views society as a system of interdependent and interrelated parts. Within the overall structure of society, each part fulfills a specific function that contributes to the overall functioning of the entire system.

The conflict perspective views society as comprising diverse groups with conflicting values and interests. The groups have differential access to wealth, power, and prestige, which creates class differences and social inequality. The conflict perspective is based on the original writings of Karl Marx.

Page Ref: 16-20