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Contents

[PREFACE xix](#)

[Chapter 1: Sociology: Theory and Method 2](#)

[WHAT IS THE “SOCIOLOGICAL IMAGINATION”? 6](#)

[Developing a Global Perspective 8](#)

[Globalization by the Numbers: Opinion of the United States 9](#)

[Understanding Social Change 10](#)

[WHAT THEORIES DO SOCIOLOGISTS USE? 11](#)

[Early Theorists 11](#)

[Modern Theoretical Approaches 16](#)

[Theoretical Thinking in Sociology 19](#)

[Levels of Analysis: Microsociology and Macrosociology 20](#)

[WHAT KINDS OF QUESTIONS CAN SOCIOLOGISTS ANSWER? 21](#)

[WHAT ARE THE STEPS OF THE RESEARCH PROCESS? 22](#)

[1. Define the Research Problem 23](#)

[2. Review the Evidence 23](#)

[3. Make the Problem Precise 23](#)

[4. Work Out a Design 24](#)

[5. Carry Out the Research 24](#)

[6. Interpret the Results 24](#)

[7. Report the Findings 25](#)

[WHAT RESEARCH METHODS DO SOCIOLOGISTS USE? 25](#)

[Ethnography 25](#)

[Surveys 26](#)

[Experiments 28](#)

[Comparative and Historical Research 32](#)

[WHAT ETHICAL DILEMMAS DO SOCIOLOGISTS FACE? 33](#)

[HOW DOES THE SOCIOLOGICAL IMAGINATION AFFECT YOUR LIFE? 35](#)

[Employing Your Sociological Imagination: What Can You Do with a Sociology Major? 36](#)

<u>The Big Picture</u>	38
<u>Chapter 2: Culture and Society</u>	40
<u>WHAT IS CULTURE?</u>	43
<u>Defining Culture: Nonmaterial Culture</u>	43
<u>Defining Culture: Material Culture</u>	47
<u>Culture and Society</u>	48
<u>HOW DOES HUMAN CULTURE DEVELOP?</u>	49
<u>Early Human Culture: Adaptation to Physical Environment</u>	49
<u>Nature or Nurture?</u>	50
<u>How Nature and Nurture Interact</u>	51
<u>Cultural Diversity</u>	53
<u>Cultural Universals</u>	56
<u>Culture and Social Development</u>	56
<u>WHAT HAPPENED TO PREMODERN SOCIETIES?</u>	57
<u>The Earliest Societies: Hunters and Gatherers</u>	57
<u>Pastoral and Agrarian Societies</u>	58
<u>Traditional Societies or Civilizations</u>	59
<u>HOW HAS INDUSTRIALIZATION SHAPED MODERN SOCIETY?</u>	59
<u>The Industrialized Societies</u>	59
<u>Global Development</u>	61
<u>HOW DOES GLOBALIZATION AFFECT CONTEMPORARY CULTURE?</u>	62
<u>Does the Internet Promote a Global Culture?</u>	64
<u>Globalization by the Numbers: National Identity</u>	65
<u>Employing Your Sociological Imagination: International Student Adviser</u>	66
<u>Globalization and Local Cultures</u>	68
<u>The Big Picture</u>	70
<u>Chapter 3: Socialization, the Life Course, and Aging</u>	72
<u>HOW ARE CHILDREN SOCIALIZED?</u>	75
<u>Theories of Child Development</u>	76
<u>Agents of Socialization</u>	78
<u>Social Roles</u>	82
<u>Identity</u>	82
<u>Gender Socialization</u>	83
<u>Race Socialization</u>	86

WHAT ARE THE FIVE MAJOR STAGES OF THE LIFE COURSE? 87

Childhood 87

The Teenager 87

Young Adulthood 88

Midlife or "Middle Age" 89

Later Life 89

HOW DO PEOPLE AGE? 90

The Meanings of Age 90

Growing Old: Trends and Competing Sociological Explanations 90

WHAT ARE THE CHALLENGES OF AGING IN THE UNITED STATES? 93

Globalization by the Numbers: Graying of the World 95

Health Problems 96

Caregiver Shortages 97

Elder Abuse 97

Employing Your Sociological Imagination: Activities Director at a Nursing Home 98

Social Isolation 99

Ageism 100

The Big Picture 102

Chapter 4: Social Interaction and Everyday Life 104

WHAT IS SOCIAL INTERACTION AND WHY STUDY IT? 106

Focused and Unfocused Interaction 108

Nonverbal Communication 109

Nonhumans in Social Interaction 111

HOW DO WE MANAGE IMPRESSIONS IN DAILY LIFE? 112

Social Roles 112

Front and Back Regions 113

Impression Management 113

WHAT RULES GUIDE HOW WE COMMUNICATE WITH OTHERS? 115

Ethnomethodology 115

Interactional Vandalism 116

<u>Response Cries</u>	117
<u>Personal Space</u>	117
<u>Eye Contact</u>	118
<u>HOW DO TIME AND SPACE AFFECT OUR INTERACTIONS?</u>	119
<u>Clock Time</u>	120
<u>The Compulsion of Proximity</u>	120
<u>Globalization by the Numbers: Who Owns a Smartphone?</u>	121
<u>HOW DO THE RULES OF SOCIAL INTERACTION AFFECT YOUR LIFE?</u>	123
<u>Women and Men in Public</u>	123
<u>Employing Your Sociological Imagination: Salesperson</u>	124
<u>The Big Picture</u>	130
<u>Chapter 5: Networks, Groups, and Organizations</u>	132
<u>HOW DO WE BENEFIT FROM SOCIAL NETWORKS?</u>	135
<u>The Internet as Social Network</u>	135
<u>Globalization by the Numbers: Internet Connectivity</u>	136
<u>WHAT ARE SOCIAL GROUPS?</u>	137
<u>Groups: Variety and Characteristics</u>	138
<u>The Effects of Size</u>	140
<u>Types of Leadership</u>	141
<u>Conformity</u>	142
<u>HOW DO ORGANIZATIONS FUNCTION?</u>	144
<u>Theories of Organizations</u>	145
<u>IS BUREAUCRACY AN OUTDATED MODEL?</u>	149
<u>The Transformation of Management</u>	150
<u>Technology and Modern Organizations</u>	151
<u>The "McDonaldization" of Society</u>	152
<u>HOW DO ORGANIZATIONS AND GROUPS AFFECT YOUR LIFE?</u>	153
<u>Social Capital: The Ties That Bind</u>	153
<u>Employing Your Sociological Imagination: From Organizational Consultant to CEO</u>	154
<u>The Big Picture</u>	158
<u>Chapter 6: Deviance, Crime, and Punishment</u>	160

<u>WHAT IS DEVIANCE? 164</u>	
<u>Norms and Sanctions 165</u>	
<u>WHY DO PEOPLE COMMIT DEVIANT ACTS? 166</u>	
<u>The Biological View of Deviance 166</u>	
<u>The Psychological View of Deviance 167</u>	
<u>Sociological Perspectives on Deviance 168</u>	
<u>Theoretical Conclusions 173</u>	
<u>HOW DO WE DOCUMENT CRIME? 174</u>	
<u>Criminal Victimization 175</u>	
<u>What Are the Causes of the High Rates of Crime in the United States? 176</u>	
<u>WHO ARE THE PERPETRATORS? 176</u>	
<u>Gender and Crime 176</u>	
<u>Youth and Crime 178</u>	
<u>Crimes of the Powerful 179</u>	
<u>Organized Crime 181</u>	
<u>Cybercrime 182</u>	
<u>WHAT WERE THE CAUSES AND COSTS OF THE GREAT CRIME DECLINE? 182</u>	
<u>Prisons 183</u>	
<u>The Death Penalty 185</u>	
<u>Globalization by the Numbers: Incarceration Rates 186</u>	
<u>Policing 187</u>	
<u>The Benefits of the Crime Decline 189</u>	
<u>Employing Your Sociological Imagination: Law Enforcement: Police Officer and Civilian Employee 190</u>	
<u>HOW DO CRIME AND DEVIANCE AFFECT YOUR LIFE? 192</u>	
<u>The Costs of Crime 192</u>	
<u>The Functions of Deviance 192</u>	
<u>The Big Picture 194</u>	
<u>Chapter 7: Stratification, Class, and Inequality 196</u>	
<u>WHAT IS SOCIAL STRATIFICATION? 198</u>	
<u>Slavery 199</u>	
<u>Caste Systems 199</u>	
<u>Class 200</u>	

[Theories of Stratification in Modern Societies 201](#)
[HOW IS SOCIAL CLASS DEFINED IN THE UNITED STATES? 205](#)

[Income 205](#)

[Wealth 207](#)

[Education 208](#)

[Occupation 209](#)

[Lifestyle 209](#)

[A Picture of the U.S. Class Structure 210](#)

[Employing Your Sociological Imagination: Corporate Recruiter 212](#)

[Globalization by the Numbers: Income Inequality 214](#)

[WHAT ARE THE CAUSES AND CONSEQUENCES OF SOCIAL INEQUALITY IN THE UNITED STATES? 216](#)

[Income of Ethnic Minorities versus White Americans 216](#)

[Social Mobility 217](#)

[WHAT IS POVERTY? 220](#)

[How Many People Live in Poverty? 221](#)

[Who Lives in Poverty? 222](#)

[Explaining Poverty 225](#)

[Social Exclusion 226](#)

[HOW DOES SOCIAL INEQUALITY AFFECT YOUR LIFE? 228](#)

[The Big Picture 230](#)

[Chapter 8: Global Inequality 232](#)

[WHAT IS GLOBAL INEQUALITY? 235](#)

[High-Income Countries 236](#)

[Globalization by the Numbers: Global Inequality 237](#)

[Middle-Income Countries 238](#)

[Low-Income Countries 238](#)

[WHAT IS DAILY LIFE LIKE IN RICH VS. POOR COUNTRIES? 240](#)

[Health 240](#)

[Hunger and Malnutrition 241](#)

[Education and Literacy 242](#)

[Child Labor 243](#)

CAN POOR COUNTRIES BECOME RICH? 243
HOW DO SOCIOLOGICAL THEORIES EXPLAIN GLOBAL INEQUALITY? 245

Neoliberal Theories 246

Dependency Theories 247

World-Systems Theory 248

Global Capitalism Theory 251

Employing Your Sociological Imagination: Public Sociologist: Sociology in Action 252

Evaluating Global Theories of Inequality 252

WHAT DOES RAPID GLOBALIZATION MEAN FOR THE FUTURE OF GLOBAL INEQUALITY? 255

The Big Picture 258

Chapter 9: Inequality on the Basis of Gender and Sexuality 260

ARE GENDER DIFFERENCES DUE TO NATURE, NURTURE, OR BOTH? 263

The Role of Biology 264

Gender Socialization 266

The Social Construction of Gender 267

Social Construction of Gender Around the World 269

HOW DO GENDER INEQUALITIES PLAY OUT IN SOCIAL INSTITUTIONS? 271

Education 272

Gendered Inequalities in the Workplace 274

The Family and Gender Issues 281

Globalization by the Numbers: Gender Inequality 282

Gender Inequality in Politics 284

WHY ARE WOMEN TARGETS OF VIOLENCE? 285

Rape 286

Sexual Violence Against Women: Evidence of "Rape Culture"? 287

HOW DOES SOCIAL THEORY EXPLAIN GENDER INEQUALITY? 288

Functionalist Approaches 289

Feminist Approaches 289

<u>Employing Your Sociological Imagination: Domestic Violence Advocate</u>	290
<u>HOW CAN WE REDUCE GENDER-BASED AGGRESSION?</u>	<u>294</u>
<u>The Big Picture</u>	296
<u>Chapter 10: Race, Ethnicity, and Racism</u>	298
<u>WHAT ARE RACE AND ETHNICITY?</u>	<u>301</u>
<u>Race</u>	301
<u>Ethnicity</u>	303
<u>Minority Groups</u>	304
<u>Multiracial and Multiethnic Identities</u>	304
<u>Globalization by the Numbers: Racial and Ethnic Populations</u>	305
<u>WHY DOES RACIAL AND ETHNIC ANTAGONISM EXIST?</u>	<u>306</u>
<u>Psychological Theories</u>	306
<u>Sociological Interpretations</u>	308
<u>Ethnic Antagonism: A Historical Perspective</u>	309
<u>Models of Ethnic Integration</u>	310
<u>HOW DOES RACISM OPERATE IN AMERICAN SOCIETY TODAY?</u>	<u>311</u>
<u>Institutional Racism</u>	311
<u>Interpersonal Racism</u>	313
<u>WHAT ARE THE ORIGINS AND NATURE OF ETHNIC DIVERSITY IN THE UNITED STATES?</u>	<u>316</u>
<u>Colonization</u>	317
<u>Immigrant America in the Twentieth and Twenty-First Centuries</u>	318
<u>Blacks in the United States</u>	319
<u>Hispanics and Latinos in the United States</u>	321
<u>Asian Americans</u>	323
<u>HOW DO RACE AND ETHNICITY AFFECT THE LIFE CHANCES OF DIFFERENT GROUPS?</u>	<u>324</u>
<u>Educational Attainment</u>	324
<u>Employment and Income</u>	326
<u>Health</u>	326
<u>Residential Segregation</u>	328
<u>Political Power</u>	329

<u>Gender and Race</u>	329
<u>Divergent Fortunes</u>	330
<u>HOW DO SOCIOLOGISTS EXPLAIN RACIAL INEQUALITY?</u>	
<u>333</u>	
<u>IQ-Based Explanations</u>	333
<u>Employing Your Sociological Imagination: Diversity and Inclusion Professional</u>	334
<u>Cultural Explanations</u>	334
<u>Economic Explanations</u>	335
<u>Racial Discrimination–Based Explanations</u>	336
<u>The Big Picture</u>	338
<u>Chapter 11: Families and Intimate Relationships</u>	340
<u>Basic Concepts</u>	343
<u>HOW DO SOCIOLOGICAL THEORIES CHARACTERIZE FAMILIES?</u>	344
<u>Functionalism</u>	344
<u>Symbolic Interactionist Approaches</u>	345
<u>Feminist Approaches</u>	346
<u>HOW HAVE FAMILIES CHANGED OVER TIME?</u>	348
<u>Changes in Family Patterns Worldwide</u>	348
<u>WHAT DO MARRIAGE AND ROMANTIC PARTNERSHIPS IN THE UNITED STATES LOOK LIKE TODAY?</u>	350
<u>Dating</u>	350
<u>Marriage</u>	352
<u>Globalization by the Numbers: Marriage, Children, and Families</u>	353
<u>Race, Ethnicity, and American Families</u>	355
<u>Social Class and the U.S. Family</u>	360
<u>Divorce and Separation</u>	361
<u>Repartnering and Stepparenting</u>	364
<u>Single-Parent Households</u>	365
<u>WHY DOES FAMILY VIOLENCE HAPPEN?</u>	366
<u>Child Abuse</u>	366
<u>Intimate Partner Violence (IPV)</u>	367
<u>HOW DO NEW FAMILY FORMS AFFECT YOUR LIFE?</u>	368
<u>Cohabitation</u>	368
<u>Same-Sex-Parent Families</u>	369

<u>Employing Your Sociological Imagination: Marriage and Family Therapist</u>	370
<u>Being Single</u>	372
<u>Being Child-Free</u>	373
<u>The Big Picture</u>	374
<u>Chapter 12: Education and Religion</u>	376
<u>WHY ARE EDUCATION AND LITERACY SO IMPORTANT?</u>	379
<u>Education and Industrialization</u>	379
<u>Sociological Theories of Education</u>	381
<u>Education and Literacy in the Developing World</u>	383
<u>WHAT IS THE LINK BETWEEN EDUCATION AND INEQUALITY?</u>	384
<u>Globalization by the Numbers: Educational Attainment</u>	385
<u>"Fire in the Ashes"</u>	386
<u>Coleman's Study of "Between-School Effects" in American Education</u>	387
<u>The Resegregation of American Schools?</u>	388
<u>Tracking and "Within-School Effects"</u>	389
<u>The Social Reproduction of Inequality</u>	390
<u>Intelligence and Inequality</u>	390
<u>Education Reform in the United States</u>	391
<u>HOW DO SOCIOLOGISTS THINK ABOUT RELIGION?</u>	394
<u>Employing Your Sociological Imagination: School Principal</u>	396
<u>Theories of Religion</u>	396
<u>HOW DOES RELIGION AFFECT LIFE THROUGHOUT THE WORLD?</u>	402
<u>Types of Religious Organizations</u>	402
<u>Globalization and Religion</u>	403
<u>HOW DOES RELIGION AFFECT YOUR LIFE IN THE UNITED STATES?</u>	406
<u>Trends in Religious Affiliation</u>	406
<u>Religious Affiliation and Socioeconomic Status</u>	410
<u>The Big Picture</u>	412
<u>Chapter 13: Politics and Economic Life</u>	414
<u>HOW DID THE STATE DEVELOP?</u>	418

<u>Characteristics of the State</u>	418
<u>HOW DO DEMOCRACIES FUNCTION?</u>	421
<u>Participatory and Representative Democracies</u>	421
<u>Liberal Democracies and Monarchies</u>	422
<u>The Spread of Liberal Democracy</u>	422
<u>The Global Rise of Populist Authoritarianism</u>	423
<u>The Role of Social Media</u>	423
<u>Employing Your Sociological Imagination: Political Activist</u>	424
<u>Democracy in the United States</u>	424
<u>Globalization by the Numbers: Voter Turnout</u>	427
<u>The Political Participation of Women</u>	428
<u>Who Rules? Theories of Democracy</u>	430
<u>Democracy in Trouble?</u>	433
<u>WHAT IS THE SOCIAL SIGNIFICANCE OF WORK?</u>	434
<u>The Importance of Paid and Unpaid Work</u>	435
<u>The Importance of the Division of Labor</u>	436
<u>Industrial Work</u>	436
<u>WHAT ARE KEY ELEMENTS OF THE MODERN ECONOMY?</u>	440
<u>Corporations and Corporate Power</u>	440
<u>HOW DOES WORK AFFECT EVERYDAY LIFE TODAY?</u>	443
<u>Work and Technology</u>	444
<u>Trends in the Occupational Structure</u>	446
<u>Unequal Pay</u>	448
<u>Unemployment</u>	449
<u>The Future of Work</u>	450
<u>The Big Picture</u>	452
<u>Chapter 14: The Sociology of the Body: Health, Illness, and Medicine</u>	454
<u>HOW DO SOCIAL CONTEXTS AFFECT THE HUMAN BODY?</u>	457
<u>Eating Disorders</u>	459
<u>The "Obesity Epidemic"</u>	460
<u>HOW DO SOCIOLOGISTS UNDERSTAND HEALTH, ILLNESS, AND HEALTH BEHAVIORS?</u>	462
<u>The Sick Role</u>	463
<u>Illness as "Lived Experience"</u>	464

<u>Changing Conceptions of Health and Illness</u>	466
<u>HOW DO SOCIAL FACTORS AFFECT HEALTH, ILLNESS, MENTAL HEALTH, AND HEALTH BEHAVIORS?</u>	470
<u>Social Class–Based Inequalities in Health</u>	471
<u>Globalization by the Numbers: Health Insurance Coverage</u>	472
<u>Mental Health Risks for Teens and Young Adults</u>	473
<u>Race-Based Inequalities in Health</u>	474
<u>Gender-Based Inequalities in Health</u>	476
<u>Health Disparities Worldwide</u>	477
<u>HOW DO SOCIAL CONTEXTS SHAPE SEXUAL BEHAVIOR?</u>	479
<u>The History of Research on Sexual Behaviors and Sexual Health in Western Cultures</u>	480
<u>Employing Your Sociological Imagination: Health Care Provider</u>	482
<u>How Does the Social Context of Bodies, Sexuality, and Health Affect Your Life?</u>	484
<u>The Big Picture</u>	486
<u>Chapter 15: Urbanization, Population, and the Environment</u>	488
<u>HOW DO CITIES DEVELOP AND EVOLVE?</u>	491
<u>Cities in Traditional Societies</u>	491
<u>Industrialization and Urbanization</u>	492
<u>Globalization by the Numbers: Urbanization</u>	493
<u>Theories of Urbanism</u>	494
<u>HOW DO RURAL, SUBURBAN, AND URBAN LIFE DIFFER IN THE UNITED STATES?</u>	497
<u>The Decline of Rural America?</u>	498
<u>Suburbanization</u>	498
<u>Urban Problems</u>	500
<u>Gentrification and Urban Renewal</u>	501
<u>HOW DOES URBANIZATION AFFECT LIFE ACROSS THE GLOBE?</u>	501
<u>Global Cities</u>	502
<u>Inequality and the Global City</u>	502
<u>Urbanization in the Global South</u>	503

<u>The Future of Urbanization in the Developing World</u>	
<u>505</u>	
<u>WHAT ARE THE FORCES BEHIND WORLD POPULATION GROWTH?</u>	<u>505</u>
<u>Population Analysis: Demography</u>	<u>506</u>
<u>Dynamics of Population Change</u>	<u>508</u>
<u>Malthusianism</u>	<u>510</u>
<u>The Demographic Transition</u>	<u>511</u>
<u>Employing Your Sociological Imagination: Demographer</u>	<u>512</u>
<u>Prospects for Change</u>	<u>513</u>
<u>HOW DO ENVIRONMENTAL CHANGES AFFECT YOUR LIFE?</u>	<u>514</u>
<u>Global Environmental Threats</u>	<u>514</u>
<u>Global Warming and Climate Change</u>	<u>515</u>
<u>Environmental Social Movements</u>	<u>519</u>
<u>The New Ecological Paradigm in Sociology</u>	<u>521</u>
<u>The Big Picture</u>	<u>524</u>
<u>Chapter 16: Globalization in a Changing World</u>	<u>526</u>
<u>HOW DOES GLOBALIZATION EFFECT SOCIAL CHANGE?</u>	<u>528</u>
<u>Environmental Globalization</u>	<u>529</u>
<u>Political Globalization</u>	<u>530</u>
<u>Cultural Globalization</u>	<u>532</u>
<u>Economic Factors</u>	<u>532</u>
<u>Technology</u>	<u>533</u>
<u>WHY DOES TERRORISM SEEM TO BE ON THE RISE IN THE WORLD TODAY?</u>	<u>535</u>
<u>WHAT ARE SOCIAL MOVEMENTS?</u>	<u>536</u>
<u>Classical Theories of Social Movements</u>	<u>536</u>
<u>Globalization and Social Movements</u>	<u>539</u>
<u>Technology and Social Movements</u>	<u>541</u>
<u>WHAT FACTORS CONTRIBUTE TO GLOBALIZATION?</u>	<u>543</u>
<u>Information Flows</u>	<u>543</u>
<u>Employing Your Sociological Imagination: Sustainability Specialist</u>	<u>544</u>
<u>Political Changes</u>	<u>546</u>
<u>Economic Changes</u>	<u>547</u>

[The Globalization Debate 549](#)
[HOW DOES GLOBALIZATION AFFECT YOUR LIFE? 552](#)
[The Rise of Individualism 552](#)
[Work Patterns 553](#)
[Popular Culture 553](#)
[Globalization and Risk 555](#)
[Globalization and Inequality 557](#)
[Globalization by the Numbers: Global Wealth 559](#)
[The Big Picture 562](#)

[GLOSSARY G1](#)

[BIBLIOGRAPHY B1](#)

[CREDITS C1](#)

[INDEX I1](#)

Preface

➤ We believe that sociology plays an essential role in modern intellectual culture and occupies a central place within the social sciences. We have aimed to write a book that merges classic sociological theories with up-to-the-minute social issues that interest sociologists today. We also believe that sociologists must use rigorous research methods in order to study and understand human behavior. We highlight findings from ethnographic studies to document the hows and whys of social behavior and also present current statistical data to document important social trends. We aim to present material in a “fair and balanced” way. Although each of the authors has their own perspective on social theories, methods, and social policy, we have worked hard to ensure that our treatment is unbiased and nonpartisan. We strive to present the most complete picture of sociology possible. Given the vast array of topics encompassed by sociology, however, we made difficult choices about what the most essential topics in sociology are today. We hope readers are engaged, intrigued, and occasionally inspired by the ideas presented in this book.

About the Essentials Edition

The Ninth Edition of *Essentials of Sociology* is based on the Thirteenth Seagull Edition of our full text, *Introduction to Sociology*. We created the *Essentials* Edition for instructors and students who prefer a briefer book. We reduced the length of the book by roughly one-third, and we reduced the number of chapters from 20 to 16. Retaining the themes that have made the full text such a successful teaching tool, we cut selected topics to focus on the core ideas of sociology and reorganized the chapters around a “big questions” framework. While briefer than the full text, *Essentials of Sociology* features some additional pedagogical aids not present in *Introduction to Sociology*, including a greater

number of images and current event examples, “Globalization by the Numbers” infographics, and “Employing Your Sociological Imagination” features. Combined with a briefer overall exposition, these features help students understand and apply key concepts and theories.

Major Themes

The book is constructed around four basic themes that provide its character. The newest theme is **applying sociology to everyday life**. Sociological thinking enables self-understanding, which can in turn inspire an improved understanding of the social world. Studying sociology can be a liberating experience: It expands our sympathies and imagination, opens up new perspectives on the sources of our own behavior, and creates an awareness of cultural settings different from our own. Sociological ideas challenge dogma, teach appreciation of cultural variety, and allow us insight into the workings of social institutions. At a more practical level, the text shows how the skills and knowledge acquired in sociology classes can be applied to far-ranging careers, from health care to law enforcement (“Employing Your Sociological Imagination” features in select chapters).

Our second theme is **inequalities**. Throughout the text, we emphasize that important resources—whether education, health, income, or social support—are not fairly or evenly distributed to all individuals. We highlight how gender, race, social class, and age shape our daily lives in the United States. We also pay keen attention to global inequalities and reveal how differences in economic and natural resources throughout the world powerfully influence even very personal experiences—including health, religion, and relationships.

A third theme of the book is that of **social and historical context**. Sociology was born of the transformations that wrenched the industrializing social order of the West away from the lifestyles characteristic of earlier societies. The pace of social change has continued to accelerate, and it is possible that we now

stand on the threshold of transitions as significant as those that occurred in the late eighteenth and nineteenth centuries. Sociological study helps us chart the transformations of our past and grasp the major lines of development taking place today. Our understanding of the past also contributes to our understanding of institutions in the present and future.

The fourth fundamental theme of the book is **globalization**. For far too long, sociology has been dominated by the view that societies can be studied as independent entities. But even in the past, societies never really existed in isolation. Today we can see a clear acceleration in processes of global integration. This is obvious, for example, in the expansion of international trade across the world. The emphasis on globalization also connects closely with the weight given to the interdependence of the industrialized and developing worlds today. In every chapter, visually engaging full-page “Globalization by the Numbers” infographics highlight how countries across the globe compare on key metrics, such as incarceration rates, maternity leave benefits, voter turnout, and gender inequality.

Despite these interconnections, however, societies have their own distinctive attributes, traditions, and experiences. Sociology cannot be taught solely by examining the institutions of any one particular society. While we have slanted our discussion toward the United States, we have also balanced it with a rich variety of materials drawn from other regions—especially those undergoing rapid social change, such as the Middle East, Asia, Africa, and Eastern Europe. The book also includes much more material on developing countries than has been usual in introductory texts.

What’s New in the Ninth Edition

All the chapters in the book have been updated and revised to reflect the most recent available research and data. Each chapter opens with a contemporary news event or social trend—ranging from the most local (like a confrontation between a dog walker and bird-watcher in New York’s Central Park) to the most global

(such as the rapid spread of Covid-19). These events are used to introduce and explain the key sociological concepts, themes, and studies that are elaborated throughout the text. In this edition, racial and ethnic categorizations are considered proper nouns and thus are capitalized. As Temple University journalism professor Lori Tharps notes, "Black with a capital B refers to people of the African diaspora. Lowercase black is simply a color" (Tharps, 2014). In the same way, "White" as a racial category acknowledges the functions of this label in society. Racial designations are not neutral markers of skin tone but socially constructed categories whose meanings and boundaries shift over time and place. Treating these categories as proper nouns recognizes them as such (Appiah, 2020).

Chapter 1 (Sociology: Theory and Method): A new chapter opener introduces the sociological imagination and how it can be used to better understand world events like the 2022 Russian invasion of Ukraine. The "What Is the 'Sociological Imagination'?" section has been revised to explore how Covid-19 affected our concept of the family structure. The "Émile Durkheim" section includes expanded coverage of Durkheim's analysis of social change.

Chapter 2 (Culture and Society): [Chapter 2](#) introduces additional research on the harmful effects of colonialism in the "Global Development" section. The "Values and Norms" section, the "How Does Globalization Affect Contemporary Culture?" section, the "Does the Internet Promote a Global Culture?" section, and the "Employing Your Sociological Imagination" feature titled "International Student Adviser" all include updates with the newest available data.

Chapter 3 (Socialization, the Life Course, and Aging): The chapter opener features new examples of individuals who have battled for rights and respect as transgender people. In the "Identity" section, additional coverage on how the internet shapes identity has been introduced. In the "Young Adulthood" section, new research on young adults, educational debt, and financial independence has been added. The "What Are the Challenges of

Aging in the United States?” section includes new coverage on how race affects quality of life and how racial cohorts affect individuals. A new section titled “Caregiver Shortages” has been added to explore how different social roles impact who cares for older adults. To end the chapter, the “Ageism” section includes new research on examples of microaggression toward older adults.

Chapter 4 (Social Interaction and Everyday Life): There is a new “Employing Your Sociological Imagination” feature about the power of training in sociology for workers taking sales positions. The “Impression Management” section features new coverage of the relationship between online infamy and audience segregation. This section includes a new discussion of Forrest Stuart’s *Ballad of the Bullet: Gangs, Drill Music, and the Power of Online Infamy*, which examines drill music in Chicago. In the “Nonverbal Communication in the Digital Age” section, new coverage on how humans interact both verbally and nonverbally with one another in our technologically advanced world has been introduced in a discussion about computer-generated facial expressions. In the “How Do Time and Space Affect Our Interactions?” section, updated research on temporality and digital technologies in the twenty-first century has been added to better explain how interaction is situated within a place and a time, and how the advent of technology has restructured those time and space landscapes, especially when it comes to human interaction. There is also a new discussion of how internet usage has changed for high school students since the 1990s and how social media can be used to build community. In the “Compulsion of Proximity” section, data have been updated. The chapter also received data updates throughout.

Chapter 5 (Networks, Groups, and Organizations): In the “Internet as Social Network” section, data on the rise of internet usage in America has been updated. The “Technology and Modern Organizations” section includes data updates on the popularity of remote working since the pandemic. The “Technology and Modern Organizations” section also includes new coverage on how the values of corporate culture impact workers. Further, the same

section expands to discuss how the advent of information technology such as the internet has changed the values of the corporate system to favor certain kinds of workers more than others.

Chapter 6 (Deviance, Crime, and Punishment): This chapter includes a new exploration of the possible reasons for the recent rise in violent crime in the United States, new coverage on online deviant behavior, and new statistics about the U.S. prison system. The “What Is Deviance?” section has an updated discussion of computer hacking as an illustration of the relationship between deviance and crime. The “Criminal Victimization” section includes updated coverage of current thinking on causes of the relatively high number of violent crimes in the United States. The “Crimes of the Powerful” section includes a new discussion of Sam Bankman-Fried. The “Cybercrime” section includes updated statistics on the rise of American companies battling cybercrime. The “Death Penalty” section includes updated statistics about American support for and opposition to the death penalty. The “Prisons” section reports new data about America’s responsibility for a fifth of the world’s prisoners. Lastly, this section includes updated coverage of the particularly disastrous impact that this prison system has on Black communities, as African Americans make up more than a third of all U.S. prisoners despite only comprising one-tenth of the country’s population.

Chapter 7 (Stratification, Class, and Inequality): [Chapter 7](#) has new research on slavery and caste in the “What Is Social Stratification?” section. In the “How Is Social Class Defined in the United States?” section, there are data updates on average household income, wealth disparities, race, and education. In the “Lifestyle” section, new definitions of *social capital* and *cultural capital* have been introduced. In the section titled “The Upper Class,” there are data updates on wealth, technology, and globalization. Research in the section titled “The Middle Class” has also been updated, along with data in the “What Are the Causes and Consequences of Social Inequality in the United States?” section. In the “Incomes of Ethnic Minorities Versus White Americans” subsection, new coverage of intergenerational and

downward mobility has been added along with updated research. In the “Opportunities for Mobility: Who Gets Ahead?” section, there is new coverage of intergenerational upward mobility according to different racial, ethnic, and gender groups, followed by another new discussion of inter- and intragenerational downward mobility for divorced women. A new section titled “The Importance of Education for Social Mobility” covers the relationships between education levels, income, and intergenerational mobility. A new subsection titled “Poverty in the United States” has been added that examines the causes and consequences of poverty, including how poverty affects health. There is another new section titled “How Many People Live in Poverty?” about the poverty line, government support, and Covid-19. The “Explaining Poverty” section includes new research on poverty and welfare programs, and in the “How Does Social Inequality Affect Your Life?” section, there is new coverage of social stratification, social mobility, income, and economic futures.

Chapter 8 (Global Inequality): This chapter includes data updates throughout, including those on average incomes worldwide over the last 20 years and the number of people suffering from hunger around the world.

Chapter 9 (Inequality on the Basis of Gender and Sexuality): [Chapter 9](#) has been renamed due to new coverage of inequality on the basis of *sexuality* in addition to gender. The chapter opener on negative treatment of women on the basis of their gender includes updated coverage of high-profile cases of sexual violence against women, including several recent examples like the cases involving Harvey Weinstein and Bill Cosby. Substantial new coverage has been added to the chapter on gender differences due to nature or nurture, including new scholarship that challenges binary conceptions of gender. This discussion of gender as a broad social construct continues in a new investigation of the concepts of gender identity and sexual orientation, exploring how sexual and gender minorities face higher risk of oppression and social disadvantages because of social resistance to a perceived threat to traditional gender norms. In the “Are Gender Differences Due to Nature, Nurture, or Both?”

section, a new discussion of the distinctions between gender, sexual orientation, sex, and other related terms has been added to lay the foundation for further discussion of inequality on the basis of gender and sexuality. For example, in the “How Do Gender Inequalities Play Out in Social Institutions?” section, a new discussion has been added to closely investigate inequality on the basis of sexual orientation in particular. In the “Social Construction of Gender” section, fresh scholarship on the cultural idealization of hegemonic masculinity is introduced and explained. The section also includes a new discussion of how social pressures may keep parents from allowing their children the freedom to define themselves, and how bestowing that freedom on their children may encourage them to develop their own sense of self even at a young age. The “Doing Gender” section features new coverage of the role that style and clothing plays in displaying one’s own gender identification. The “Blurring the Boundaries Between the Genders” section has been streamlined to focus on the cultures throughout the world that have created new spaces where people may officially identify themselves as gender categories beyond the binary. In the “Unequal Treatment in the Classroom” section, a new discussion appears on the ways in which gendered stereotypes are especially harmful for African American children when the challenges of being both queer and a racial minority intersect. Information on the participation of men versus women in the work force is updated in the “Inequalities at Work” section, which also includes new coverage on how women’s labor force participation dropped more steeply than men’s during the Covid-19 pandemic, particularly for Black and Latina women. The “Glass Ceiling” section includes new information that argues that, although we typically associate women’s glass ceiling barrier with corporate high-paying jobs, it also constricts the livelihoods of lower-wage women working jobs like cashiers or restaurant cooks, and, even if women do manage to shatter the glass ceiling, their success ends up backfiring on them in the form of the “glass cliff”—whereby women trying to rise to higher job opportunities *fall*. Additional coverage on how Covid-19 set women in the workforce back is included in a new paragraph in the “Economic Inequality in Global Perspective” section. The new paragraph

includes new statistics—which are considered conservative estimates—for the lost wages of women working in the informal economy (like domestic workers or street vendors) who could no longer work during shutdowns. The “Gender Inequality in Politics” section includes new information about the most prominent women leaders in politics today in both the Democratic and Republican Parties, exploring the impact that leaders such as Sarah Palin and Nikki Haley have had on the way women are perceived in politics. New data are introduced in the “Rape” section on the severity of gender-based violence against transgender women and nonbinary persons, especially transgender women of color, which has escalated in recent years to an alarming level. The “Radical Feminism” section reports that some scholars even exclude trans women from their feminist beliefs under the argument that the transgender movement perpetuates patriarchal gender norms and thus is incompatible with their feminist ideology.

Chapter 10 (Race, Ethnicity, and Racism): This chapter’s section on “Overt Racism” introduces new examples of “racism with racists,” including anti-Semitism in Florida and the murder of six Asian women in Atlanta—the increase in anti-Asian violence having been attributed to the blame placed on China for the Covid-19 pandemic. The “Race” section offers new coverage of how continual changes to census categories underscore evolving conceptions of race and ethnicity in the United States. The “Institutional Racism” section includes new coverage of the Black Lives Matter movement, including discussion of the aftermath of George Floyd’s murder and research on the evidence for institutional racism in policing, including the 2023 report from the U.S. Department of Justice on structural racism in the Minneapolis Police Department. The “Ethnic Antagonism: A Historical Perspective” section offers a more nuanced explanation of emigration. The “Puerto Ricans” section includes updated coverage of the debate over whether Puerto Rico should be admitted to the United States, including discussion of the 2022 bipartisan bill that the House of Representatives passed that allowed Puerto Ricans to control the official decision of whether

the territory will be admitted to the United States by vote. Data in the "Employment and Income" section have been substantially updated to reflect the current relationship between race, employment, and income in the United States. The "Gender and Race" section covers the intersectionality between race and gender, including new data on income disparities between races. The "Asian Success Story" section has been updated to further explain the negative impacts of the myth of Asian Americans as a "model minority" on other groups. A new "Globalization by the Numbers" feature called "Racial and Ethnic Populations" has been introduced to this chapter to reflect the racial and ethnic composition of different nations' populations, showing how they change over time and vary widely among countries. The chapter also includes a new "Employing Your Sociological Imagination" feature invites a deeper discussion about surge in demand for diversity, equity, and inclusion professionals in recent times, explaining what qualities such a role calls for and how a background in sociology helps students foster such skills. Lastly, the "Educational Attainment" section includes a new discussion on the role of affirmative action policies at colleges and universities and the impact the recent Supreme Court decision will have on admissions policies and school diversity.

Chapter 11 (Families and Intimate Relationships):

Throughout [Chapter 11](#) , statistics have been updated to reflect changing factors in contemporary family configurations, including ethnicity, sexuality, age, wealth, and single parenthood. In the "Marriage" section, a new "Globalization by the Numbers" feature called "Life Course Transitions" is introduced to show how the mean ages at which individuals pass through key life transitions vary based on where they live. Coverage on the norms of sexual attractiveness for both males and females has been moved from the previous edition's chapter on gender to this new edition's chapter on families and intimate relationships. The relocation of this material about both gender and sexuality and intimate relationships allows for deeper discussion of how societal standards for attractiveness in intimate relationships are affected by one's gender and sexuality.

Chapter 12 (Education and Religion): The “Education Reform in the United States” section has been expanded to cover teacher strikes in 2022 as educators faced understaffed schools, outbreaks of Covid-19, and persistent low pay as inflation increased. A new “Globalization by the Numbers” feature called “Educational Attainment” has been introduced in this chapter to show that educational attainment is a key indicator of human development, as it has a strong impact on social outcomes such as child mortality, fertility, and income distribution. In the “Global Rise of Religious Nationalism” section, the new coverage on conservative politician Ebrahim Raisi’s 2021 election as the president of Iran has been introduced. The “Trends in Religious Affiliation” section includes data updates on the percentage of the U.S. population that is religiously unaffiliated and, inversely, on the rise of those who do *not* identify with a religion. The “Protestants: The Strength of Conservative Denominations” section includes data showing that most White evangelical Protestants voted for Trump in the 2020 election. The “Catholicism” section includes new information from a national survey on the percentage of young adult Catholics who attended church at least once a week pre-pandemic. It also includes data updates indicating that, of the third of Americans born Catholic, two-fifths of them no longer identify with the Catholic Church. The “Other Religious Groups” section has updated data showing that, in the last decade, more than three-fifths of Jews have married non-Jews. This chapter also introduces a new “Employing Your Sociological Imagination” feature on the hidden complexities within the role of school principal, exploring the ways in which a background in sociology of education can be ideal preparation for the job.

Chapter 13 (Politics and Economic Life): The chapter opener includes new data on changes to minimum wage laws and new coverage of the influence of individuals and groups in politics. The section on how democracies function clarifies the factors that make a country more or less democratic. The “Global Rise of Populist Authoritarianism” section has been extensively revised with a more expansive exploration of the impact of race and ethnicity in populist countries. An entirely new section, “The Role

of Social Media,” has been added to further explain how online social platforms affect the political views of participants, referencing the proliferation of terms like “fake news” and the danger of misinformation spread by social media to society. The “Politics and Voting” section includes a heavily revised and updated discussion of the significant differences in voter turnout by age, race, ethnicity, gender, educational attainment, religion, and income level. A new section titled “The Political Participation of Women” includes new coverage of the success of women’s groups and organizations in getting equal opportunity acts passed and influencing legislation on reproductive rights. The section about theories of democracy has been significantly revised to focus on the question of who holds power in a democracy and in which cases regular citizens are the primary power-holders. The section on whether democracy is in trouble includes new coverage of research that reports that the number of American citizens who still trust the government has dropped to just one in four. The “Labor Unions” section includes a new exploration of the role that unions play in the workforce today compared to that of the past. References to the financial barriers to union success have been added, followed by new coverage of union success stories. The “Automation and the Skill Debate” section includes new coverage of the Biden White House’s release of the 2022 report, concluding that artificial intelligence may be capable of taking over jobs involving not just routine but also nonroutine tasks, acknowledging new ways that AI could pose a threat to people’s jobs. Data in the “Unequal Pay” section has been updated to reflect the current wage gaps and financial inequities suffered by many Americans today.

Chapter 14 (The Sociology of the Body: Health, Illness, and Medicine): Material previously included in this chapter on sexuality and sexual orientation not directly related to health has been moved to the gender and sexuality chapter. The section titled “How Do Social Contexts Affect the Human Body?” has been revised to reflect the ever-evolving social forces that affect body image perceptions in the United States. This includes coverage of new social shapers like Instagram, TikTok, and its influencers,

comparing them to the fashion magazines, celebrities, and models that were the social shapers just twenty years ago. The “Eating Disorders” section has been updated and rewritten to address the effects of our culture surrounding bodies, including rewritten paragraphs that now cover the roots of body image disorders in shame and a desire for control over one’s body, explaining that these feelings are often prompted by the common popular cultures of our society. The section shows that, although physical attractiveness is usually perceived as a main value for women, boys and young men also suffer from body image dissatisfaction and unhealthy eating disorders, more commonly than once thought. Further, emerging research shows that trans youth also experience body dissatisfaction issues, sometimes pushing them to the point of taking harmful steps to attain their ideal body. Another revised paragraph in this section discusses how Western images of beauty have spread to the rest of the world, along with their associated illnesses—making this not just a Western problem but also a worldwide health issue. However, another section titled “The ‘Obesity Epidemic’” does focus on a weight problem within the United States, with updated statistics showing a sharp increase in the number of children and adolescents struggling with obesity in America today. This section also has new coverage on the reasons why children of more disadvantaged racial and ethnic groups are at much greater risk for becoming overweight than their White peers. The section explains how these reasons can be traced back to the legacy of systemic racism. There is also new research in this section on body shaming and weight-based discrimination—the text is especially attentive to the harmful effects that may be attributed to obesity but are actually caused by society’s attitude toward obesity rather than obesity itself. A new “Globalization by the Numbers” feature called “Health Insurance Coverage” has been added to this chapter to illustrate that, while many countries provide universal public health insurance for their citizens, some other countries, like the United States, offer both public and private coverage for certain groups. The research in the “Changing Conceptions of Health and Illness” has been updated with new studies on what changes effectively helped prevent the increasing death rates of Covid-19 in 2020 and

2021, suggesting that improvements in medical care had relatively little impact. Rather, new research suggests that changes made to public spaces to make them more conducive to social distancing and to increase the space's ventilation has proven to be more effective at lowering death rates than were improvements in medical care. To address a trend that is possibly linked to health care improvements' ineffectiveness during the pandemic's worst times, the next section titled "Complementary and Alternative Medicine" includes new research reporting that Americans have become frustrated with and mistrustful of the American health care system as of late. Thus, more and more patients in the United States are seeking alternative health care. The next section on how social factors affect health, illness, mental health, and health behaviors, includes new research that correlates worsening mental health across America with the harmful impacts of Covid-19, racial inequality, and gender disparities in recent hard times in the country. A new section, "Mental Health Risks for Teens and Young Adults," goes into deeper detail on the negative impacts of all these social struggles on the mental wellness of today's youth. The "Countering Racial Inequalities in Health" section shares disheartening new research showing that, although Black and White women have similar rates of breast cancer, Black women are much more likely to die of the disease because often their cancer is detected at a later and more difficult-to-treat stage. Possible solutions to this problem are discussed. The "Gender-Based Inequalities in Health" section includes data updates on the higher tendency of women to report poorer health compared to men in the United States. In contrast, other new research reports that men are more likely than women to die from Covid-19.

Chapter 15 (Urbanization, Population, and the Environment): In the "Industrialization and Urbanization" section, research from the U.S. Bureau of the Census on the number of Americans who reside in metropolitan areas has been updated; the same section also includes other updates from the World Bank on India, whose citizens reside mostly in rural areas. More Census Bureau updates can be found in the "Decline of Rural America?" section, which indicate a decline of the rural

American population. Further, in the “Basic Demographic Concepts” section, information on the crude death rates of various countries throughout the world has been updated to reflect those with the highest rates according to the World Bank in 2022. In the “Environmental Social Movements” section, significant updates were made to the data on how many people in the United States and other countries view climate change as a major threat—the survey results are shocking. The section was expanded with a discussion of research that suggests there is a correlation between being or leaning Democratic and caring about climate change; in contrast, the research also suggests a correlation between identifying as Republican and not viewing climate change as a real threat. Data updates also indicate that young American adults seem to be significantly more concerned about global warming than their counterparts aged 65 and older.

Chapter 16 (Globalization in a Changing World): This chapter has a new opener, focusing on the impact globalization has had on the most popular music today, allowing it to spread from one disparate corner to another. The first paragraph in the “Cultural Globalization” section has been reworded and expanded, with new coverage of how modern communications technology has intensified globalization over the last half century, accelerated by the invention of social media. This paragraph uses the pop music discussed in the chapter introduction as an example of cultures borrowing and sharing ideas, pop culture icons, and various other aspects of cultural life with one another. The next section, “Economic Factors,” has been mostly rewritten, except for the part on governments seeking control of cross-border economic flows. The new material discusses how some countries have given up a degree of political sovereignty by relinquishing some control over the economic forces that shape our world. These new paragraphs also discuss the current U.S. trade war with China and how it calls into question whether economic globalization will continue as it has or will begin to create rivalries between big economic superpowers like the United States and China. The following section, “Technology,” now mentions that the advent of technology has enabled firms to hire factories around the world to

manufacture their goods for them at much lower costs—but that this ability often comes at the expense of lower worker wages and unsafe working conditions. The word *why* has been added at the beginning of the section title “Why Does Terrorism Seem to Be on the Rise in the World Today?” in order to explore the reasons behind the rise of this national and global threat. The “Classical Theories of Social Movements” section has been mostly rewritten to cover studies on the necessary preconditions for the success of collective action and social movements. Many of the opening paragraphs of the “Economic Deprivation” section have been removed; it now begins with a new discussion of the influential social movement theory of Karl Marx. It continues to explain where Marx may have been wrong, providing new research that contradicts his argument that poverty itself would foster its own social movements. The next section, “Resource Mobilization,” has a new opener about the rise of mass marches, large political rallies, and highly confrontational social media in the United States. The section next discusses the 1970s writings of John McCarthy and Mayer Zald, who argued that, as fuel for a movement, suffering is not nearly as powerful as effective leadership and organization. The “Structural Strain” section has been omitted, and a new section, “Messaging and Communication,” elaborates on the importance of proper communication, leadership, and organization, which McCarthy and Zald referenced as a key factor in the success of any movement (as discussed in the previous section). The section discusses prominent African American activists like Martin Luther King Jr., whose “I Have a Dream” speech inspired connectivity between people of all races, genders, religions, and ages with its spiritual message of hope. The section goes on to say that mass rallies, unlike gatherings of hope like MLK’s, are not necessary to fuel a social movement in the age of social media, when messaging can go viral and reach large numbers of people in minutes. It also discusses the relationship between activism and TV promotion today, inviting readers to think of the various kinds of media they consume with a political message. A new section, “Political Opportunity,” follows, covering the argument that for a social movement to occur and have hopes of succeeding, there must be

sufficient political space for it to do so—making democratic settings ideal for social movements. The “New Social Movements” section has new coverage explaining that new social movements for causes like LGBTQ+ rights, environmentalism, gun control, Black Lives Matter, and March for Our Lives are often concerned with the quality of private life as much as with the purely economic or political issues that drove more traditional social movements. Three new paragraphs follow, exploring the role of solidarity and collective affirmation of personal identity in the case of LGBTQ+ social rights movements. This chapter also includes a new “Employing Your Sociological Imagination” feature titled “Sustainability Specialist,” discussing how globalization has dramatically lowered the environmental sustainability of industries like manufacturing, creating a high demand for new sustainability specialists with backgrounds in sociology. The paragraph in the “Political Changes” section on recent forms of humanitarian relief and technical assistance has been updated with newer examples and events from 2022–2023, including the earthquake in Turkey and Syria and the hottest summer on record, with wildfires ravaging forests and cities in Europe, North America, and even Hawaii.

Study Aids

Every chapter in the Ninth Edition of *Essentials of Sociology* includes the following features:

- **Learning Objectives** are outlined at the start of the chapter and then recur throughout the chapter in marginal notations at the beginning of the relevant sections to promote active learning.
- **Concept Checks** throughout each chapter help students assess their understanding of the major topics in the chapter. In each “Concept Check,” questions range from those that assess reading comprehension to those that require more advanced critical thinking skills.

- **Globalization by the Numbers** infographics transform raw numbers into visually interesting displays that put the United States in a global context. Interactive versions in the ebook make the data dynamic and include integrated assignments that engage students with the data.
- **Big Picture** concept maps at the end of every chapter, which integrate the “Big Questions,” learning objectives, key terms, and “Concept Checks” into a handy and visually interesting study tool, serve as both a pre-reading guide to the chapter as well as a post-reading review.

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1 Sociology: Theory and Method



The war disrupted the education experience of students at Kyiv-Mohyla Academy.

THE BIG QUESTIONS

What is the “sociological imagination”?

Learn what sociology covers as a field and how everyday topics like love and romance are shaped by social and historical forces. Recognize that sociology involves developing a sociological

imagination and a global perspective and understanding social change.

What theories do sociologists use?

Learn about the development of sociology as a field. Be able to name some of the leading social theorists and the concepts they contributed to sociology. Learn the different theoretical approaches modern sociologists bring to the field.

What kinds of questions can sociologists answer?

Be able to describe the different types of questions sociologists address in their research.

What are the steps of the research process?

Learn the steps of the research process and be able to complete the process yourself.

What research methods do sociologists use?

Familiarize yourself with the methods available to sociological researchers, and know the advantages and disadvantages of each. See how researchers use multiple methods in a real study.

What ethical dilemmas do sociologists face?

Recognize the ethical problems researchers may face, and identify possible solutions to these dilemmas.

How does the sociological imagination affect your life?

- “Karens,” 301
- Kazakhs, [343](#)
- KEI (Knowledge Economy Index), [447](#)
- Kekua, Lennay, [106](#)
- Kellogg, [439](#)
- Kelly, Joan, [363](#) , [371](#)
- Kennedy, John F., [144](#) , [246](#)
- Kerry, John, [517](#)
- Keynesianism, [249–50](#)
- Keynes, John Maynard, [449](#)
- Khmer Rouge, [310](#)
- Kimmel, Michael, [288](#)
- King, Billie Jean, [73](#)
- King, Martin Luther, Jr., [36](#) , [335](#) , [382](#) , [405](#) , [539](#)
- Kinsey, Alfred, [481](#)
- kinship, [342](#) , [343](#) , [355](#) , [359](#)
- Klinenberg, Eric, [372](#)
- knowledge economy, [205](#) , [447](#) , [553](#)
- Knowledge Economy Index (KEI), [447](#)
- Kosovo, [310](#)
- Koum, Jan, [212](#)
- Kozol, Jonathan, [386–87](#)
- K-pop, [527](#) , [528](#) , [532](#)
- Kroger, [441](#)
- Kueng, J. Alexander, [312](#)
- !Kung of the Kalahari Desert, [269](#)
- L
 - labeling theory, [170–72](#) , [191](#)
 - labor force participation rates, [274–75](#) , [275](#) , [276](#) , [282](#)
 - labor unions, [249](#) , [438–39](#)
 - Lagos, Nigeria, [503](#)
 - Lane, Jeffrey, [127](#)
 - Lane, Thomas, [312](#)
 - language, [45–46](#); *see also* speech; writing
 - Lareau, Annette, [79](#)
 - latent functions, [17](#) , [382](#)
 - later life (old age), [89–90](#); *see also* aging and older adults

- Knowledge Economy Index (KEI), [447](#)
 - protests against, [561](#)
 - World Commission on Environment and Development, [518](#)
 - World Economic Forum (Davos, Switzerland), [281](#)
 - World Health Organization (WHO), [241](#) , [242](#) , [531](#)
 - World Meteorological Organization, [519](#)
 - *World Revolution in Family Patterns* (Goode), [349](#)
 - world-systems theory, [248–51](#) , [252](#) , [254–55](#) , [254](#) t
 - World Trade Organization (WTO), [247](#) , [251](#) , [530](#) , [550](#) , [558](#) , [560–61](#)
 - World War II, [310](#) , [323](#)
 - World Wide Web developed, [135](#)
 - Wright, Erik Olin, [203](#) t , [204–5](#)
 - writing, [46–47](#) , [57](#); see also language; symbols
 - Wuhan, China, [241](#)
- X
 - Xi Jinping, [490](#)
- Y
 - Yahoo, [149](#) , [212](#) , [278](#)
 - Yale University, [41–42](#) , [44](#) , [161–62](#)
 - Yang, Jerry, [212](#)
 - Yemen, [256](#) , [272](#) , [405](#)
 - Yoon, JeongMee, [85](#)
 - young adulthood, [88](#) , [89](#)
 - young old, [94](#)
 - Yousafzai, Malala, [376–77](#) , [377–78](#) , [378](#) , [395](#) , [411](#)
 - Youth Development Study, [278–79](#)
 - YouTube, [68](#) , [80](#) , [114](#) , [423](#)
 - Yugoslavia, former, [310](#)
- Z
 - Zald, Mayer, [538](#)
 - Zero Hour, [253](#)
 - “zero tolerance” policies in schools, [392](#)
 - Zerubavel, Eviatar, [120](#)
 - Zhou, Min, [331](#)
 - Zhou Shengxian, [490](#)
 - Zimbardo, Philip, [31–32](#) , [32](#) , [188](#)