

**SociologicalYOU - Chapter 5 PPT Audio Lecture Transcript**

**SociologicalYOU** by Angela Thompson and Keith Whitworth

This is Next-Gen Introductory Sociology.

Welcome to Chapter 5: Social Interaction.

There are 5 modules in this chapter:

Module 1 is understanding your social interactions,

Module 2 is the relationship between interaction and structure,

Module 3 is interactions successes and failures,

Module 4 is the personal and public nature of social interaction, and

Module 5 is communication and change.

This PowerPoint does not cover every key term in chapter 5. Please read your textbook to see what is not covered in the PowerPoint.

As we review the contents of this chapter, I would encourage you to consider the following

**Points to Ponder**:

First, why is it important to understand and explain how individuals and groups interact

within society?

Next, how do social interactions produce and maintain social structures?

Finally, how can the sociological imagination help us understand problematic social

interactions?

These points to ponder should help you think critically about social interaction.

**Module 1: The Sociological Perspective**

This module explains the three processes involved in social interaction.

Let's consider some key terms first:

Sociological perspective - this is defined as the process of understanding and explaining how individuals and groups interact within society

Social interaction - this refers to the interpersonal relationships between two or more persons

Social context - the environment of the interaction

Situation - this is referred to or defined as an individual's interpretation of a social setting

Social construction of reality - contends that an individual's perception of one's social world is determined or influenced by social interaction

Social attribution - is an explanation of how others appear behave or are motivated

Most individuals are not aware of the complexities of social interactions or the interpersonal relationships between two or more persons.

Three basic processes of social interaction include the social context, perception of

others, and social attributions.

When you are having a conversation with someone, you are analyzing the social context to better understand the physical social settings. Virtual social settings are considered through electronic communication. First impressions are an example of perceptions.

In the social construction of reality, social attributions involve determining the behavior

and motivations of the other person and adjusting your behavior accordingly.

Ethnomethodology refers to the study of people's methods as it relates to the formation of society.

An important key term to consider with ethnomethodology is breaching. Breaching

involves purposely violating social norms to examine individuals' reactions.

Ethnomethodology is a micro perspective that allows us to understand and explain

social interactions. It analyzes the methods used by members in everyday interactions

to develop a sense of order which forms society.

Ethnomethodology de-emphasizes perceptional and subjective knowledge and focuses on social norms that form the methods of interaction.

Breaching experiments are one way to discover the social norms that guide social interactions within society. By understanding the required social norms within social interactions, you will be less likely to breach the norms and your interactions will be more mutually satisfying.

Irving Goffman's dramaturgy is an important part of social interaction. Dramaturgy

is the theory that we are all actors on the stage of life as such we divide our world based on what we let the others see or not see of us.

Face work is an important key term associated with dramaturgy. Specifically, face work is the effort exerted by both actors during an interaction to get through unanticipated events without casting an undesirable light or disrupting the relationship of the participants.

You are an actor on the stage of life and move between the front and back stage. Your performance is important to you, so you are keenly aware of the setting audience scripts and costumes. In order to manage the impression of others, you play different roles based on the settings and change costumes frequently during your daily performances. When you forget your lines, you will engage in face work to prevent embarrassment.

A social contract of reciprocity exists regarding face saving. This often prevents disrupting your relationship with your audience. By being aware of the components of Goffman's Dramaturgy, you can analyze your social interactions as if you are a performer in a theater. You can alter your social

performances as needed, which will result in more pleasing interactions.

Social exchange theory. Social exchange is the process by which social decisions are based on perceived costs and benefits the social exchange theory indicates that social exchanges are negotiated based upon the rewards and costs of the interaction. This is illustrated by rewards minus

costs equal outcome. By subtracting the costs of the interaction from the rewards of the interaction, a

positive or negative outcome is derived. You can predict why you begin or end a relationship based upon the outcome. For example, if the outcome is greater than the expected benefits of the relationship, the individual will be satisfied. If the individual perceives there is a better alternative

than the current outcome then the relationship will be terminated. By using this formula, you can determine the motives of your relationships and possibly improve relationships that are not

mutually beneficial.

**Module 2: Social Structures**

Module two. Let's consider social status by examining ascribed achieved and master statuses. Beginning with key terms, social status is defined as an individual's position or rank within a social system. Status set is the collection of statuses held at one time. Ascribed status is a position within a

social system that is assigned based upon characteristics, such as sex, race, or economics.

Achieved status is a position within a social system that is gained through merit, and master status is the social position central to your identity.

Ascribed, achieved, and master status dramatically impacts our social interactions. We tend to assess a person's status during a conversation and adjust our speech, body language, and attention based upon our assessment. Ascribed status can be determined based on sex, race, and physical characteristics. Determining achieved status often requires inquiry. Many people, for example,

tend to ask about occupation early in a conversation to determine status. In most instances, ascribed status cannot be altered, while achieved statuses are easily altered through personal accomplishments.

By choosing to attend college or university, joining the military, or becoming a politician, to a large degree, an individual is determining their own master status. In some instances, master status is imposed rather than chosen. For example, most disabled veterans do not want to be treated or viewed differently, but they have little control over the master status given to them by others.

Figure 5.2.1 illustrates the relationship between ascribed, achieved, and master status.

Next to social status, we have social roles. Social roles are expected patterns of behaviors for specific statuses and positions.

Next to social roles, we have role set, which is the complement of role relationships within a single status. Role strain—incompatible demands and expectations within a single role—and role conflict, competing demands resulting from two or more statuses. Role strain occurs when there is tension in fulfilling duties within one social status. A car salesman, for example, may feel the strain of striving to satisfy the customer, but at the same time feel pressured to please the sales manager by making as much profit from the sale as possible.

Role conflict involves multiple statuses, such as being car salesperson, girlfriend student, and soccer coach. The combination of these roles may impact a student's GPA or leave little time to spend with friends, resulting in conflict within social interactions there are expected social roles or behaviors and normally there is social pressure to conform to these roles both role strain and role conflict can impact our relationships significantly.

Figure 5.2.1 illustrates role conflict.

Figure 5.2.2 illustrates role strain.

Have you ever considered the process of leaving a role? Sociologically, this is known as role exit. Specifically, role exit is the process of disengaging from significant roles. There are four stages to roll exit.

Stage 1 of role exit is for the individual to begin doubting their role commitment to the relationship

or organization.

Stage 2 is the process of seeking alternatives to remaining in the relationship or organization.

Stage 3 is the exit from the situation.

And stage 4 is when the individual creates an ex-role.

The last stage may include remaining friends with insiders or establishing new friends. Some individuals form support groups for ex-members. You may have decided to discontinue membership in a club team or organization and can trace how the four stages occurred in your life.

**Module 3: Social Problems**

Module three. This module describes patterns of behavior within institutions.

Social institutions are structures in society providing the framework for governing the behavior of individuals in a community or society. Social institutions are organizational systems that work to connect the individual to society. Examples include, but are not limited to, the family, government, education religion, and economics problems occur when social institutions do not adequately fulfill their role in the way members of the society have come to expect. Instability in the family, or instance, may result in difficulty regulating the behavior of its members problems in government can mean that the institutions do not effectively meet the needs of the society.

Social groups and networks are an important aspect of social interaction.

Beginning with social groups, social groups consist of two or more individuals connected by common bonds and shared social relations.

Primary groups are small-scale intimate face-to-face long-lasting associations.

Secondary groups are large scale impersonal task focused and time limited associations, and social networks are groups of individuals and organizations that are connected to one another.

Social interactions that occur within social groups and networks emphasize the relationships of individuals to each other.

Primary groups focus on long-term personal connections like those in a family, while secondary groups are made up of less intimate groups, like what is found at work or in a college classroom. Problems can occur when these groups intersect, as in the case of romance in the workplace. While interactions seem to be enhanced by social networks, research indicates that extensive use of networks like Facebook can result in problems, such as a loss of social skills and lower self-esteem.

**Module 4: The Sociological Imagination**

Module four. This module examines the personal and public nature of social interaction.

Beginning with emotional interaction, let's consider feeling rules. Feeling rules are norms about which emotions are appropriate to display in a given situation.

Next to feeling rules, we have emotion labor. This is defined as a worker's regulation of personal feelings in an effort to set an emotional tone for customers in a business setting. Each society has feeling rules that indicate which emotions are appropriate to display in a given situation.

Emotion labor was first studied by Arleigh Hawkschild and involves workers like flight attendants who must manage their emotions for the benefit of the customer. The emotion labor used to manage the relationships between the individual and the larger society can have a negative impact on the person and result in burnout and emotional disconnect from the person's true self.

Figure 5.4.1 offers further insights into the layers of emotion labor.

**Module 5: Social Change**

Module five. This module gives us an opportunity to consider the impact of technology on social interaction. Technology consists of tools created by science to address and solve the problems of mankind. When it comes to social interaction, tools have been designed with an eye on enhancing interaction, as in the case of telepresence robots used in the classroom or work setting. Not all robots are readily accepted by society. In particular, those that display emotion are often met by discomfort

over their human-like appearance the Thomas theorem helps us understand the role of perception and social interaction. Specifically, the Thomas theorem is the idea that if we think something is real then it is indeed real to us. This theorem contends that perception creates reality.

In the world of social networking, people can create their own sense of community in a variety of different forms. Reality in these communities exists across time and space and is based on the perceptions of the users. Social networks are an important adaptation that have changed the way we engage with one another yet still qualify as social interaction because they have the potential to involve interpersonal relationships between two or more people.

Table 5.5.1 highlights the pros and cons of social networking sites.

This concludes the PowerPoint for **SociologicalYOU** Chapter Five, where we strive to “connect sociology and you!”

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