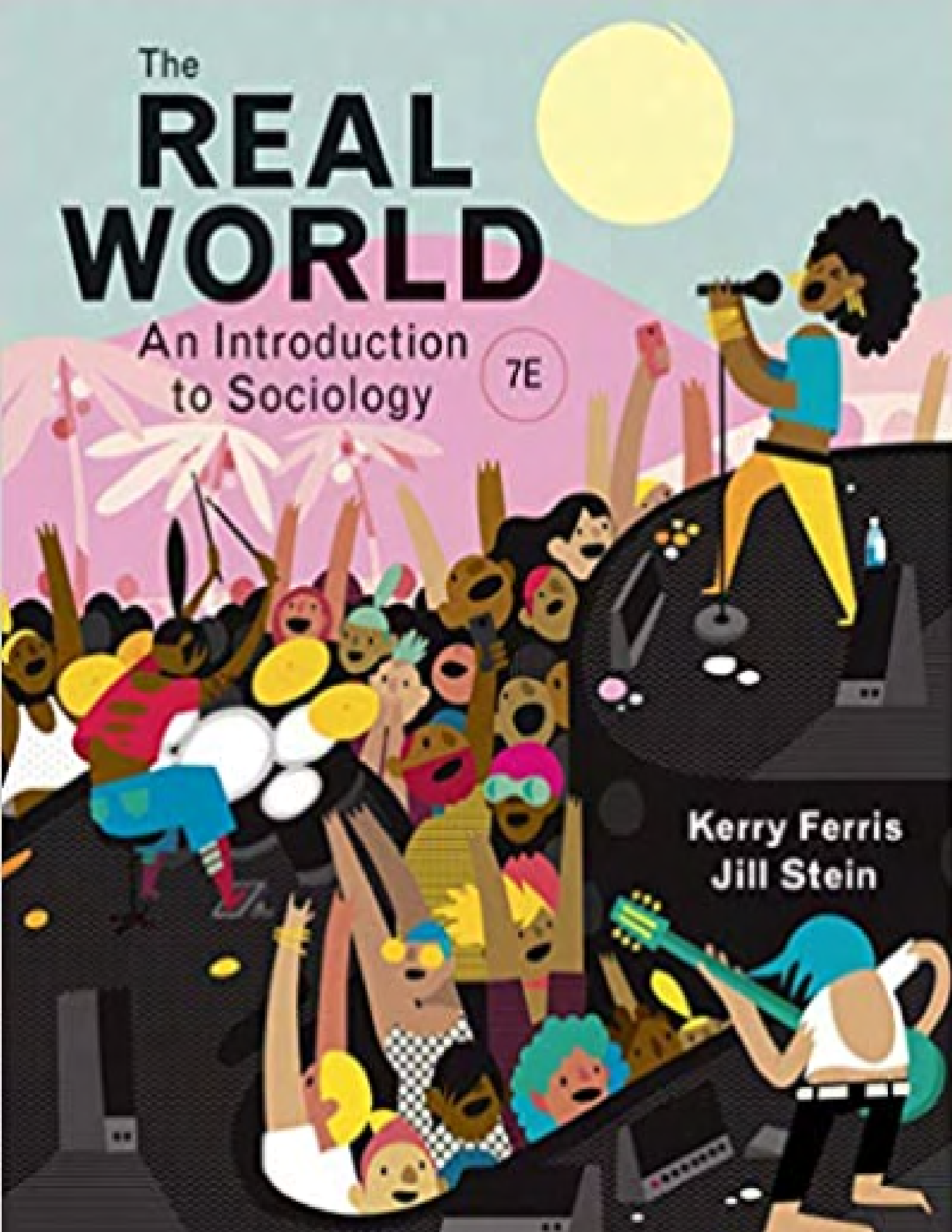


# The **REAL WORLD**

An Introduction  
to Sociology

7E

Kerry Ferris  
Jill Stein





# The Real World

An Introduction to Sociology

SEVENTH EDITION

Kerry Ferris | Jill Stein

  
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# Preface

Welcome to the Seventh Edition of *The Real World: An Introduction to Sociology*. We hope you will appreciate what is new not only in the textbook's fresh look and updated materials, but also in the innovative ways it goes about teaching sociology. That's exactly what we set out to do when we first embarked on the original project of writing this textbook, and it's what we continue to do here in the Seventh Edition.

At the beginning, we had had years of experience in college and university classrooms, teaching introductory sociology to thousands of students from all backgrounds and walks of life; we had discovered a lot about what works and what doesn't when it comes to making sociology exciting and effective. As seasoned instructors, we had developed an approach to teaching and learning that reflected our passion for the subject and our concern with best practices in pedagogy. But we were having trouble finding a textbook that encompassed all the elements we had identified and that made such a difference in our own experience. We were tired of seeing the same old formulas found in almost every textbook. And we figured we were not alone. Other students and instructors were probably equally frustrated with repetitive formats, stodgy styles, and seemingly irrelevant or overly predictable materials. That is a great misfortune, for sociology, at its best, is a discipline that holds great value and is both intellectually stimulating and personally resonant. Although the impetus to write this textbook began as a way of answering our own needs, our goal became to create a textbook of even greater benefit to others who might also be looking for something new.

We are gratified by the response *The Real World* has received from instructors and students alike, so we are preserving many of the features that have made the textbook a success. At the same time, we have done more than just simply revise the textbook. In this edition, you will find significant new content and added features that will further enhance the teaching and learning process and keep us as close to the cutting edge as possible. Many of the original elements we developed for students and instructors appear again in these pages. As a foundation, we have maintained a writing style that we hope is accessible and interesting as well as scholarly. One of the core pedagogical strengths of this textbook is its focus on everyday life, the media, technology, and pop culture. We know that the combination of these themes is inherently appealing to students and that it relates to their lives. And because both new generations and more experienced sociology instructors might also be looking for something different, another of this book's strengths is an integrated emphasis on critical thinking and analytic skills. Rather than merely presenting or reviewing major concepts in sociology, which can often seem dry and remote, we seek to make the abstract more concrete through real-world examples and hands-on applications.

In this text we take a fresh and accessible theoretical approach appropriate to our contemporary world. While we emphasize the interactionist perspective, we cover a range of theoretical thought, including postmodernism. We also build innovative methodological exercises into each chapter, giving students the opportunity to put into practice what they are learning. We present material that is familiar and relevant to students in a way that allows them to make profound analytic connections between their individual lives and the structure of their society. We provide instructors with ways to reenergize their teaching, and we give even general education students a reason to be fascinated by and engrossed in their sociology courses. We do this by staying in touch with our students and the rapidly changing real world, and by bringing our insight, experience, and intellectual rigor to bear on a new way of teaching introductory sociology.

Whether you are a student or an instructor, you have probably seen a lot of textbooks. As authors, we have thought very carefully about how to write this textbook to make it more meaningful and effective for you. We think it is important to point out some newly added and unique features of this textbook and to tell you why they are included and what we hope you will get out of them.

## Part Introductions

The sixteen chapters in this text are grouped into five parts, and each part opens with its own introductory essay. Each part introduction highlights a piece of original sociological research that encompasses the major themes that group the chapters together. The in-depth discussion of the featured book shows what the real work of academic sociologists consists of and reveals how sociological research frequently unites topics covered in separate chapters in introductory textbooks.

## Opening Vignettes

Each chapter begins with an opening vignette that gives students an idea about the topics or themes they will encounter in the chapter. The vignettes are drawn from current events and everyday life, the media, arts, and popular culture. They are designed to grab your attention and stimulate your curiosity to learn more by reading the chapter that follows.

## How to Read This Chapter

After the vignette, you will find a section that provides you with some goals and strategies that we believe will be useful in reading that particular chapter. We know from our experience in teaching introductory sociology that it is often worthwhile to let students know what to expect in advance so that they can better make their way through the material. Not all chapters require the same approach; we want to bring to your attention what we think is the best approach to each one, so you can keep that in mind while reading.

## Theory in Everyday Life

Although we provide thorough coverage in [Chapter 1](#), we find that students often benefit from additional help with understanding the mechanics of social theory and how to apply it to various real-world phenomena. These boxes in every chapter break down the major theoretical approaches and illustrate how each perspective might be used to analyze a particular real-world case study. This serves as a simple, practical model for students to then make their own applications and analyses.

## Bolded In-Text Terms

As a student of sociology, you will be learning many new concepts and terms. Throughout each chapter, you will see a number of words or phrases in bold type. You may already recognize some of these from their more common vernacular use. But it is important to pay special attention to the way that they are used sociologically. For this reason you will find definitions in the margins of each page, where you can refer to them as you read. You should consider these bolded words and phrases your conceptual “tools” for doing sociology. As you progress through the chapters in this textbook, you will be collecting the contents of a toolkit that you can use to better understand yourself and the world around you. The bolded terms can also be found in the [Glossary](#) at the back of the book.

## Relevance Boxes

In each chapter you will find Relevance Boxes with three different themes: On the Job, In Relationships, and In the Future. Relevance Boxes allow students to see the practical implications and personal value of sociology in their lives. On the Job explores the ways different people use sociological training or insights in a variety of work settings. In Relationships looks at how sociology can help us to better understand our friendships, intimate partnerships, and family relations. In the Future provides a glimpse into emerging trends in a rapidly changing society, and what students might expect to encounter on the horizon. We include these boxes to show how taking this course could bear fruit in your life (and in the lives of others) beyond just fulfilling your college requirements.

## Data Workshops

Data Workshops are designed to give students the opportunity to gain hands-on experience in the practice of sociology while they are learning. We think this is one of the most fun parts of being a sociologist. Each chapter includes two Data Workshops: one on “Analyzing Everyday Life” and one on “Analyzing Media and Pop Culture.” Students will use one of the research methods covered in [Chapter 2](#) to deal with actual data from the real world—whether it’s data they collect themselves or raw data provided from another source. The Data Workshops lead students through the process of analyzing data using the related conceptual tools they have just acquired in the chapter.

## Global Perspective Boxes

Although this textbook focuses primarily on contemporary American society, we believe that in this time of increasing globalization, it is also important to look at other societies around the world. Global Perspective boxes throughout the book highlight some of the differences and similarities between the United States and other cultures. This feature will help students develop the ability to see comparative and analogous patterns across cultures, which is one of the key functions of a sociological perspective.

## Images and Graphics

We think that it is crucial to include not only written information but also images and graphics in the textbook. This kind of presentation is increasingly common and students are likely to encounter complex information in graphical form in many of their textbooks. We want to help students gain in visual literacy as they are exposed to a variety of materials and learn in different ways. We also know that students share our interest in media, technology, and popular culture, and we want to show the connections between real life and sociological thinking. For these reasons, you will find many kinds of images and graphics in each chapter. These are not just decorations; they are an integral part of the text, so please study these as carefully as you would the rest of the printed page.



## Closing Comments

Each chapter ends with closing comments that wrap up the discussion and give some final thoughts about the important themes that have been covered. This gives us a chance not so much to summarize or reiterate but to reflect, in a slightly different way, on what we have discussed, as well as to point to the future. We hope that the closing comments will give you something to think about, or even talk about with others, long after you've finished reading the chapter.

## End-of-Chapter Materials

The end of each chapter contains additional materials that will enhance the learning process. The “Applying What You’ve Learned” review apparatus at the end of each chapter features thoughtful application questions and suggestions for further reading and viewing, including articles from the popular press, journal articles, books, blog posts, and films. These discussion questions and suggested materials are designed both to encourage students to apply what they’ve learned from the chapter to their own lives and also to provide opportunities for further exploration.

In our experience, the most important thing for students to take away from an introductory sociology class is a sociological perspective—not just a storehouse of facts, which will inevitably fade over time. Sociology promises a new way of looking at and thinking about the social world, which can serve students in good stead no matter what they find themselves doing in the future. We hope that this textbook delivers on that promise, making introductory sociology an intellectually stimulating and personally relevant enterprise for professors and students, in the classroom as well as outside it.

## Resources

### InQuizitive

[digital.wwnorton.com/realworld7](https://digital.wwnorton.com/realworld7)

InQuizitive is Norton’s award-winning, easy-to-use adaptive learning tool that personalizes the learning experience for students and helps them master key sociological concepts and theories. When completed as a pre-lecture assignment, InQuizitive ensures that students come to class better prepared, giving instructors more time for meaningful discussions, activities, and Data Workshops.

### Writing Tutorials

These tutorials give students a new way to hone key writing skills such as evaluating sources, developing research questions, choosing a research method, and writing an effective introductory paragraph.

### Online Data Workshops

Each of these sixteen workshops has students go out into the real world to get hands-on experience with the methods of sociological research, whether it’s participant observation research, survey research, or an interview study.

### Streaming Video Clips

Ideal for initiating classroom discussions, the Sociology in Practice: Thinking about Sociology film clip series contains more than ten hours of footage drawn from documentary films. Students and instructors can access these clips at [digital.wwnorton.com/realworld7](https://digital.wwnorton.com/realworld7) while gradable quizzes for select clips can be assigned directly in the instructor’s learning management system.

### The Real World Ebook

Norton Ebooks give students and instructors an enhanced reading experience at a fraction of the cost of a print textbook. The ebook for *The Real World* can be viewed on—and synced among—all computers and mobile devices and allows students to take notes, bookmark, search, highlight, and even read offline. Instructors can add their own notes for students.

## Resources for Your LMS

Easily add high-quality Norton digital resources to your online, hybrid, or lecture course. All materials can be accessed right within an instructor’s existing learning management system, and many components are customizable. Resources include:

- Chapter-review quizzes (about twenty questions per chapter)
- Key-term flashcards and quizzes
- *Sociology in Practice* video clips and short-answer exercises

## Interactive Instructor's Guide

The easy-to-navigate Interactive Instructor's Guide makes lecture development easy with an array of teaching resources that can be searched and browsed according to a number of criteria. Resources include chapter outlines, lecture ideas, Data Workshop resources, discussion questions, and service learning activities that encourage students to apply their sociological imaginations in their communities.

*Everyday Sociology Blog*  
[everydaysociologyblog.com](http://everydaysociologyblog.com)

Designed for a general audience, this exciting and unique online forum encourages visitors to actively explore sociology's relevance to pop culture, media, and everyday life. Moderated by Karen Sternheimer (University of Southern California), the blog features postings on topical subjects, video interviews with well-known sociologists, as well as contributions from special guests during the academic year.

## Acknowledgments

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We are grateful to colleagues who have served as mentors in our intellectual development and as inspiration to a life of writing. And finally, we offer our thanks to all of the students we have had the privilege to work with over the years. Getting to share the sociological imagination with you makes it all worthwhile.

Kerry Ferris

Jill Stein



# Changes in the Seventh Edition

**Chapter 1 (Sociology and the Real World):** In response to reviewer feedback, the chapter has been streamlined by 10 percent and the number of key terms has been pared. The chapter opener about reality television now begins with a discussion of the Netflix reboot *Queer Eye*. Victoria Leto DeFrancisco's article "The Sounds of Silence: How Men Silence Women in Marital Relations" is presented as an example of research that takes a micro approach. The discussion of gossip blogs in the "Theories of Celebrity Gossip" Data Workshop has been updated. The bio of famous sociology major Kal Penn has been updated in the On the Job box.

**Chapter 2 (Studying Social Life: Sociological Research Methods):** In the section on the scientific method, the authors now discuss the importance of replicability. In the section on ethnography, David Calvey's research on masculinity and the physical culture of club bouncers is highlighted as a new example of covert research. The controversial New Family Structures Survey is presented as an example of how bias can influence research. A new In the Future feature, titled "Emerging Methods in Sociology," introduces readers to action research, netnography, and mapping methods. *Deductive approach* and *inductive approach* have been added as new key terms.

**Chapter 3 (Culture):** The chapter opener on bathroom bills has been updated and now highlights a 2018 study that found no connection between transgender bathroom access and bathroom crime. The explanation of the Sapir-Whorf hypothesis has been expanded. In the section on culture wars, the discussion of the alt-right has been updated. The "Analyzing Media and Pop Culture" Data Workshop now references Cardi B's influence on consumer choice. The discussion of cultural imperialism now mentions soaring obesity rates in sub-Saharan Africa due to the proliferation of fast-food restaurants. The In Relationships box on university culture has been updated and now points to Georgetown University and Boston College as examples of private institutions that do not offer the full range of sexual-health care services to their students.

**Chapter 4 (Socialization, Interaction, and the Self):** A new chapter opener uses the phenomenon of finstagram accounts—or fake Instagram accounts—to get students thinking about where our sense of "self" comes from and about key sociological concepts such as impression management. The section on social isolation references the 2018 case of the Turpin family in California. The discussion of the family as an agent of socialization now highlights the important role of neighborhoods. The section on peer pressure discusses Kreager and Haynie's research on adolescent drinking behavior. The section on the media as an agent of socialization now discusses the controversial Netflix series *13 Reasons Why*, highlighting a 2019 study that found that suicide rates among young people surged in the month after the series came out in 2017. The "Analyzing Media and Pop Culture" Data Workshop references new shows such as *Killing Eve* and *Succession*. The section on adult socialization uses military recruits as a new example when discussing total institutions. Senator Tammy Duckworth, the first senator to give birth while in office, is now discussed in the section on multiple roles and role conflict. The In the Future feature on "Genetics and Sociology" has been updated with recent research on the important role that social factors play in regulating genetic action.

**Chapter 5 (Separate and Together: Life in Groups):** The section on social networks now discusses Martha A. Martinez and Howard Aldrich's research on family businesses and weak ties. The discussion of virtual communities references a 2017 study of how the Internet, particularly social media, can increase feelings of loneliness. The Trump administration, specifically the revolving members of his cabinet, is provided as a new example of groupthink. The section on "Power, Authority, and Style" points to Congressional Representative Alexandria Ocasio-Cortez as an example of someone who displays an instrumental leadership style. The discussion of Burning Man has been streamlined.

**Chapter 6 (Deviance):** The section on functionalism uses the controversial killing of Cecil the lion as an example of the functions of deviance. A new discussion uses the characters from *Black Panther* to explain Merton's typology of deviance. The case of Elizabeth Holmes and the implosion of her blood-testing start-up Theranos is presented as an example of white-collar crime. Data on incarceration rates by race, gender, and age as well as statistics on property crime, violent crime, and hate crime have all been updated. The chapter now discusses Devah Pager's research on the effect of a criminal record on one's chances of getting a job. The "Analyzing Media and Pop Culture" Data Workshop includes an updated list of TV shows. The discussion of capital punishment now highlights Katherine Beckett and Heather Evans's landmark study on racial bias and the death penalty in Washington State. The feature on cyberbullying has been updated with more current research from the Pew Research Center.

**Part III (Understanding Inequality):** A new two-page part opener introduces students to the pathbreaking research of Princeton sociologist Matthew Desmond, whose ethnography of eviction and homelessness earned him a Pulitzer Prize and a MacArthur Genius Grant.

**Chapter 7 (Social Class: The Structure of Inequality):** A new chapter opener focuses on food and housing insecurity among college students, drawing on the “Hungry and Homeless in College” survey research by Sara Goldrick-Rab and colleagues. Data on human trafficking have been updated. The discussion of post-apartheid South Africa has been updated. The section on symbolic interactionism now discusses Sarah Kristian’s study of linguistic patterns and how they correlated with ambitions for social mobility among youth in a rural Newfoundland town. The section on socioeconomic status and families explores Jessi Streib’s study of the unique challenges of cross-class marriages. A new figure shows the relationship between income level and college participation rates. The discussion of the distribution of income and the related figure have been updated based on the most recent report from the Congressional Budget Office. In the section on education, data on the median earnings of young adults by educational attainment and college participation and graduation rates by income level have all been updated. The discussion of work and income has been substantially reworked and now looks at income growth in the aftermath of the Great Recession and increasing wealth inequality. The section on criminal justice now references research by Beckett and Evans as well as research conducted by the Heartland Alliance in Chicago on the connection between socioeconomic status and exposure to violent crime. Forrest Stuart’s ethnography of Skid Row is also discussed. An expanded discussion of social mobility highlights recent research by Raj Chetty on how social mobility in the United States varies widely by geographic area. Data on poverty rates by race, gender, and age; federal spending; public opinion on a government safety net; and homelessness have all been updated. In the On the Job box, the discussion of the working poor has been updated. The discussion of the digital divide has been updated based on a 2019 report from the Pew Research Center that found evidence of a “homework gap.” The discussion of student loan debt in the “Analyzing Media and Pop Culture” Data Workshop has been updated based on a report on the class of 2017. A reconceived In the Future box looks at how wealth inequality contributes to global warming, highlighting a 2017 study in the journal *Science* that found that, by the end of the twenty-first century climate change in the United States will fall disproportionately to the poorer parts of the country.

**Chapter 8 (Race and Ethnicity as Lived Experience):** The chapter opener on driving while black now references a 2017 report on traffic stops in Missouri and a similar study in Oakland, California. Data on the racial and ethnic breakdown of the U.S. population have been updated. Public opinion of race relations in the United States has been updated. The section on prejudice and discrimination now includes a discussion of implicit bias and related research. *Implicit bias* has been added as a new key term. The discussion of institutional racism draws on Richard Rothstein’s new book *The Color of Law*. The section on white nationalism now touches on Arlie Hochschild’s study of Tea Party supporters from *Strangers in Their Own Land* as well as recent data from the Southern Poverty Law Center, which show a rise in hate groups since the 2016 election. The discussion of white privilege references the example of black ballet dancers and their difficulty finding pointe shoes. The section on cultural appropriation now includes an example of Ohio University’s “We’re a culture, not a costume” campaign. The section on embodied and disembodied identities discusses Adam Love and Matthew Hughey’s study of racialized conversations in online basketball forums. Public opinion on interracial marriage has been updated in the In Relationships box. The section on health disparities among racial groups includes a new discussion of “weathering” and the impact of racism on one’s health. The discussion of the Affordable Care Act references a 2018 study on how disparities in uninsured rates remain. The “Analyzing Media and Pop Culture” Data Workshop includes an updated list of TV shows.

**Chapter 9 (Constructing Gender and Sexuality):** A brand-new chapter opener focuses on Tarana Burke and the origins of the #MeToo movement. The section on gender identity now includes a discussion of nonbinary identity as a form of gender nonconformity. Statistics pertaining to sexuality and sexual orientation have been updated. The discussion of peer influence on sex, gender, and sexuality highlights Sarah Miller’s new study of adolescent bullying. The section dedicated to how media contributes to gender role socialization has been updated to highlight the growing presence of gender nonconformity on TV and now references nonbinary actor Asia Kate Dillon. A reworked section titled “Sexism in Its Many Forms” includes a new explanation of male privilege. A new section examines how sexism operates through prejudice and discrimination. A new section on hegemonic and toxic masculinity, which have also been added as key terms, explores the rise of the incel movement. The discussion of microaggressions now includes more examples, including an incident involving tennis superstar Serena Williams. The section on family includes a discussion of LGBTQ youth and research on the impact of family acceptance on well-being. In the section on work and income, data on the labor force participation of men and women, the gender pay gap, and occupational segregation have all been updated. The In the Future box on human trafficking has been updated based on a recent report by the United Nations Office on Drugs and Crime. Data in the section on criminal justice, including arrest rates by sex, incarceration rates, intimate partner violence, and hate crimes, have all been updated. A reworked On the Job box is dedicated to exploring issues surrounding gender and sexuality in the military.

**Chapter 10 (Social Institutions: Politics, Education, and Religion):** Paul Kagame of Rwanda and Bashar al-Assad of Syria are now highlighted as examples in the section on authoritarianism. The discussion of voter turnout references the 2018 midterms, which had the highest turnout for a midterm election since 1914. The discussion of registration and voter ID laws has been updated. A new discussion of gerrymandering, including a new figure on the evolution of North Carolina’s Twelfth Congressional District, has been added to the section on voting. Data on the incumbent advantage have been updated in the section on the pluralist model. The section on the media and the political process now discusses the role of social media in recent social movements such as Black Lives Matter and #MeToo. The 2016 presidential election’s influence on perceptions of

the press as a “watchdog” is used as an example of how politics can shape our opinion of the media. The “Analyzing Media and Pop Culture” Data Workshop references a recent study that found that satirical news shows can reinforce a viewer’s preexisting attitudes as much as traditional news. The section on social media and politics now examines filter bubbles and Russian interference in the 2016 presidential election. The #NeverAgain social movement is explored in the section on patriotism and protest. Data related to education, including graduation and dropout rates, earnings, unemployment, college accessibility, and pay gaps by gender and class, have all been updated. The discussion of Randall Collins’s *The Credential Society* has been expanded and *credential society* has been added as a key term. The discussion of the Common Core has been updated and includes new information on public opinion. America’s College Promise Act is now mentioned in the discussion of community colleges. The discussion of religious trends draws on a recent report from the Public Religion Research Institute that found that white Christians now account for less than half of the public. A new In the Future feature introduces readers to the new faces of the 116th Congress, including Alexandria Ocasio-Cortez, Rashida Tlaib, and Ilhan Omar.

**Chapter 11 (The Economy and Work):** The section on capitalism has been expanded to more fully discuss how capitalism contributes to wealth inequality. The discussion of the Agricultural, Industrial, and Information Revolutions and patterns of work has been streamlined and reworked into a single section titled “The Nature of Work.” The section on unions has been reworked and updated with more recent data on membership and on the number of strikes. Highlighted in the text are recent strikes by hotel workers, health-care workers, and, most notably, teachers. The recent Volkswagen emissions scandal is discussed as an example of corporate malfeasance, while the Bill & Melinda Gates Foundation is highlighted as an example of good corporate citizenship. The discussion of transnational corporations has been updated, including Table 11.1, which ranks the world’s economies and shows how the largest corporations, such as Walmart, compare in size. The section on global sweatshop labor discusses a 2016 U.S. Department of Labor investigation that discovered widespread violations at a number of garment factories in Los Angeles. A new section discusses medical outsourcing, including the rise of teleradiology. Data on the contingent and alternative workforce as well as the third sector and volunteerism have been updated.

**Chapter 12 (Life at Home: Families and Relationships):** The definition of *polyamory* now references Elisabeth Sheff’s research. Data on household types, cohabitation, living arrangements of children, and childfree living have all been updated. A new figure looks at intermarriage rates by race. The discussion of divorce now highlights 2019 research by Philip Cohen on how marriage is becoming both more stable and rarer. The discussion of divorce among same-sex couples has been updated based on newer data that found that same-sex marriages are about as likely to end in divorce as heterosexual marriages. The section on aging in the family has been updated with more current data, including the size of the older population, life expectancy, the living arrangements of older adults, and poverty among older adults. The list of films in the “Analyzing Media and Pop Culture” Data Workshop has been updated with films such as *Crazy Rich Asians* and *A Star Is Born*.

**Chapter 13 (Leisure and Media):** The “Trends in Leisure” section has been expanded and now includes a dedicated discussion of the digitization of leisure. A new figure breaks down how the average American spends their leisure time. Data in the section on the commodification of leisure, including spending on entertainment, have been updated. The discussion of the NBA as big business has been updated. The “Analyzing Media and Pop Culture” Data Workshop now highlights Disney’s 2019 acquisition of 21st Century Fox. The section on growing concentration discusses the 2017 repeal of net neutrality and its potential consequences. AMC, Live Nation, and Ticketmaster are featured as examples of monopolies and vertical integration. A new discussion uses Amazon to highlight key trends in the media industries. The section on Internet regulation has been expanded and now considers the role Facebook played in the 2016 election and the debate over whether Facebook should regulate content. “Filter bubbles” are mentioned as an example in the section on reinforcement theory. Data related to travel and tourism have been updated. A new In the Future feature explores the growing popularity of “DNA tourism.”

**Chapter 14 (Health and Illness):** The chapter opener on the Flint water crisis has been updated and now cites new research on environmental racism. The recent measles outbreaks across the country, including the outbreak in Brooklyn, New York, among ultra-Orthodox Jews, are presented as an example of how social milieu affects your risk of disease. The top ten causes of death have been updated. A new In the Future box covers the origins and current state of the opioid epidemic. The “Analyzing Everyday Life” Data Workshop has been updated based on the 2018 American College Health Association survey. The data pertaining to HIV/AIDS have been updated. The discussion of the relationship between education and health has been updated. The section on the intersections of race and health has been substantively reworked and now considers disparities in infant and maternal mortality rates as well as diabetes. A discussion of weathering and the impact of racism on health has been added. Life expectancy by race has been updated. The discussion of the intersections of gender and health presents Ambien as an example of how the male body is perceived as the standard in medical research. The section dedicated to exploring doctor–patient relationships now considers how racism and sexism produce disparities in health care, highlighting the differential treatment and management of chronic pain. The “Analyzing Media and Pop Culture” Data Workshop includes an updated list of TV shows. The discussion of the Affordable Care Act now explains the individual mandate. Data on public opinion of the ACA have been updated. The discussion of Autism Spectrum Disorder, including data on prevalence by racial/ethnic groups, has been updated.

**Chapter 15 (Population, Cities, and the Environment):** Data in the section on demography, including fertility rates, mortality rates, and life expectancy, have been updated. The discussion of population trends now references the graying of the U.S. population. Statistics related to populations in cities have been updated. The discussion of affordable housing has been updated. The discussion of energy sources and consumption has been updated. The section on biodiversity discusses a 2019 UN report that found that humans are speeding extinction and transforming the natural world at a rate “unprecedented in history.” The section detailing the problems of waste references the findings of a landmark 2018 report by the United Nations’ scientific panel on climate change. Public opinion on global warming and climate change has been updated. The Green New Deal is now highlighted in the discussion of environmental movements. New examples of environmental racism have been added and a new passage is dedicated to the first Environmental Justice Caucus in 2019. New examples of sustainable solutions, including xeriscape gardening and “fishface” software, have been added.

**Chapter 16 (Social Change):** The ALS Ice Bucket Challenge is provided as an example of emergent norm theory. The examples in the fads and fashion section have been updated. The discussion of resource mobilization explores how the Time’s Up movement raised more than \$20 million on the crowdfunding website GoFundMe. A new In Relationships box on hashtag activism examines the rise of the #NeverAgain movement.



# PART I Thinking Sociologically and Doing Sociology

Pepper went to Yale when the school had just begun to admit female students, and some campus buildings didn't even have women's restrooms yet. She was soon documenting the sexual revolution as it took shape on campus. Her academic work spilled over into the popular media, when she began writing a sex advice column for *Glamour* magazine. Since then she has become a go-to authority on everything sex, love, and relationships.

Victor was a gang member who dropped out of school when he was fourteen and learned to steal cars, landing him in juvenile detention. If it had not been for the intervention of one extraordinarily dedicated high school teacher who held on to her high expectations for him, Victor's life story might not have turned out so well. He went on to earn a doctorate in ethnic studies, examining the street life he had once known.

Matthew worked as a wildland firefighter in the rugged backcountry of northern Arizona where he grew up, earning money in this dangerous profession to help put himself through college. Like many of his fellow firefighters, he came from a rural, working-class background where the practical skills he acquired proved useful in the context of this risky, sometimes even deadly, job. He drew upon this experience when writing his first book, *On the Fireline: Living and Dying with Wildland Firefighters*. Matthew was likewise inspired by another event from his past—losing his childhood home to foreclosure. The anger and humiliation he felt at the time later drove him to study issues surrounding housing. When he was a graduate student at the University of Wisconsin, he moved into a trailer park in Milwaukee to better understand how evictions exacerbate poverty.

What do these people have in common? They are all prominent American sociology professors. You may not have heard of them (yet), but they have each made an exceptional impact on their profession.

Pepper Schwartz, a sociology professor at the University of Washington, is a leading researcher on sex and intimate relationships. Her work has resonated widely with the public; she is often cited in the press and makes frequent appearances across a variety of media outlets. Since 2014, she has appeared as a regular cast member on the reality TV show *Married at First Sight*. Victor Rios has become a sought-after author and speaker whose sometimes autobiographical research on race, law enforcement, and social control also led him to found a program for at-risk youth in Santa Barbara, where he is a professor at the University of California. Matthew Desmond is a sociology professor at Princeton University. *Evicted: Poverty and Profit in the American City*, his powerful firsthand account of deep poverty and homelessness in America, earned widespread acclaim, including a Pulitzer Prize. In 2017, he founded the Eviction Lab with the aim of collecting national data on eviction to better understand residential instability in the United States.



**Pepper Schwartz**

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**Victor Rios**

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**Matthew Desmond**

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Each sociologist has a unique story about how they ended up in sociology and built a career in academia. It was not obvious from the beginning that any of them would be academic superstars; they each faced a different set of obstacles to success but were somehow motivated to keep on. Perhaps it was because they had been deeply touched by something happening in the real world, something that was also relevant to their own lives. It inspired in them a passion for pursuing a question, an issue, or a cause that was meaningful to them. They have each made important connections between their personal lives and their professional careers. In turn, their work extends beyond academia, making a collective contribution to the lives of individuals and even to society as a whole.

Their paths to sociology were very different, and they have each taught and researched different topics. Despite these differences, they share a way of looking at the world. Sociologists have a unique viewpoint called the “sociological perspective.” In fact, we hope that you will acquire your own version of the sociological perspective over the course of this term. Then you will share something in common with these and other sociology professors, including your own.

Schwartz, Rios, and Desmond also hold in common their commitment to sociological theories and concepts. This means that their ideas—and the questions they ask and answer—are guided by the established traditions of sociological thought. They may build on those traditions or criticize them, but every sociologist engages in a theoretical dialogue that links centuries and generations. You will become part of this dialogue as you learn more about sociological theory.



Finally, Schwartz, Rios, Desmond, and others like them conduct their research using specific sociological methods. Whether quantitative or qualitative, these means of gathering and analyzing data are distinctive to sociology, and every sociologist develops research projects using the methods best suited to the questions they want to answer.

Each sociologist's personal journey affects their professional legacy, and knowing something about an author's life helps students understand the author's work. A person's values, experiences, and family context all shape their interests and objectives—and this is as true of eminent sociologists as it will be for you.

In this first part, we will introduce you to the discipline of sociology and its theoretical traditions ([Chapter 1](#)) and to the work of sociology and its research methodologies ([Chapter 2](#)). This section is your opportunity to get to know sociology—its perspectives, theories, and research practices.

Perhaps someday your intellectual autobiography will be added to those of Schwartz, Rios, and Desmond—and your story will start by opening this book.



# CHAPTER 1 Sociology and the Real World

A shiny black SUV pulls up in front of your home or workplace and suddenly you are under the spell of the Fab Five: Antoni, Bobby, Jonathan, Karamo, and Tan—a quintet of gay men skilled in culture, fashion, grooming, design, and cuisine. Their mission each week: to save a different sad-sack from himself. The Fab Five are there to get him a much-needed pedicure, tweak his pasta salad recipe, redecorate his living room, take him to trapeze class, get him into a slimming pair of jeans, shave off that stubbly beard, and teach him how to overcome his fears or be a better dad. They have great chemistry and always get their man, toasting his success from their hip ATL loft at the end of each episode.

Each week, two contestants, one man and one woman, total strangers and completely naked, are dropped deep into the wilderness with almost no supplies to see if they can survive together for twenty-one days. In journeys across six continents, in such places as the Australian outback, the jungles of Belize, and the savannah of Namibia, these pairs of contestants are tested both physically and mentally, forced to discover what they're truly made of. Will they “tap out” and ask to leave the competition early, or will they have the fortitude to prevail through whatever hardships their journey delivers? And perhaps most importantly, can these strangers forge a working partnership so essential to the act of survival, or will pride, fear, or some other human weakness undermine their success?

Three sisters, whose names all start with the letter K, alternately squabble and cooperate with each other and members of their large blended family, including a brother, mother, stepparent, half sisters, stepbrothers, and assorted significant others. Their privileged lives are on continual display, and they have become famous mainly for being famous. Their family dramas, rife with both glamorous and embarrassing moments, are chronicled in excruciating detail. With her music mogul husband on her arm, Kim attends galas, fashion shows, and awards ceremonies with fellow members of the glitterati. Meanwhile, sisters Khloe and Kourtney jet set around the globe, opening up boutiques in cities like New York and Miami. The sisters shop constantly and take countless selfies while millions of fans follow them on Instagram.

Is any of this real? Yes—kind of. It's “reality television,” specifically Netflix's *Queer Eye*, Discovery's *Naked and Afraid*, and E!'s *Keeping Up with the Kardashians*. And there's a lot more where those came from. *Dancing with the Stars*, *The Voice*, *Top Chef*, *The Bachelor*, and *Teen Mom* are just a few of the more popular shows, as well as the show that started it all in 1992, MTV's *The Real World*.

Some of the shows claim to follow real people through their everyday lives or on the job, while others impose bizarre conditions on participants, subject them to stylized competitions and gross-out stunts, or make their dreams come true. Millions tune in every week to see real people eat bugs, get fired, suffer romantic rejection, reveal their poor parenting, get branded as fat or ugly, cry over their misfortunes, or get voted out of the house or off the island—mortifying themselves on camera for the possibility of success, money, or fame.

Why are we so interested in these people? Because people are interesting! Because we are people, too. No matter how different we are from the folks on reality TV, we are part of the same society, and for that reason we are curious about how they live. We compare their lives with ours, wonder how common or unusual they or we are, and marvel that we are all part of the same, real world. We, too, may want to win competitions, date an attractive person, find a high-profile job, feel pretty or handsome, be part of an exclusive group, or have a lovely home and family. We may even want to be on a reality show ourselves.