

Housekeeping

- FINAL: Monday, May 2nd, 1:30-3:30
- No rescheduling at this point.
- Some TRUE/FALSE in Comprehensive section (instead of some matching)

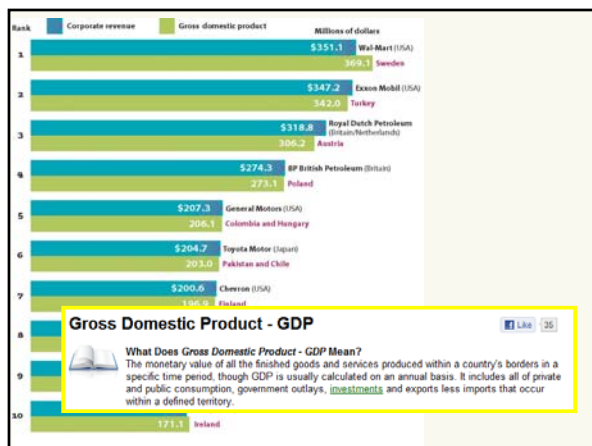
- School supply drive for Haiti after final on Monday – bring stuff for box outside!

Today

- Global Inequality: MNCs
- Social Change
 - Theory
 - Students & Sociology at work

■ MNCs: commercial organizations headquartered in one country, business done globally

- Not new, but form & scale have changed.
- Production & services moving “offshore”
- Total revenue of MNCs on par w/ total value of goods and services exchanged in entire nations



Differing perspectives on MNCs

■ Modernization: relationship between MNCs and LDCs can be beneficial

- Bring industries and jobs
- Promote rapid development
- Facilitate exchange of ideas and technology

The call center couple: India's new middle class

Jagdish Sheth
Georgia Institute of Technology, Atlanta, Georgia, USA

Abstract
Purpose – The purpose of this paper is to explore the concept of the “call center couple” (CCC) as a member of the new middle class (NMC) and how it will influence markets, work, and family in India. *Design/methodology/approach* – The paper focuses on the demographic shifts taking place in India's urban centers.

Findings – The rise of the NMC will forever demonstrate the family and employment markets.

Originality/value – The paper provides insights into the emerging middle class through the experience of CCC.

Keywords Demographics; Social class; India; Paper type: Research

Introduction
Just as the political independent transformed India into one of the world's fastest growing economies, so the call center couple (CCC) and workplace as we know India. While independence resulted in democratization of the family and employment market.



- **Dependency: MNCs exploit local workers to maximize profits**
 - Cheap foreign labor bad for MDCs labor (lose jobs) and LDCs labor (“climate of investment” may include repressive antilabor laws)
 - MNC investment initially contributes to host nation’s wealth, but eventually increases economic inequality within developing nations



Debate over Conditions in India's Call Centers

by PHILIP REEVES

A debate has begun in India over whether the country's educated and talented young people working in call centers are victims of exploitation. A report from a government-funded think tank compared some centers with "Roman slave galleys ships."



Ch 11: Global Inequality

- The Global Divide
- Perspectives on Global Stratification
 - Modernization, dependency, colonialism, neocolonialism, MNCs

Let's now consider:

- *Social change: sig alteration over time in behavior patterns and culture, including norms and values.*



- There are individual efforts & then there are
 - Social movements: a substantial number of people organize to make a change, resist a change, or undo a change in some area of society.



- We've seen one great example this semester as related to ?

- Three Phases of Feminism
- Even in today's "Third Phase," popular perception of angry feminist remains!



- There are individual efforts & then there are

- **Social movements: a substantial number of people organize to make a change, resist a change, or undo a change in some area of society.**



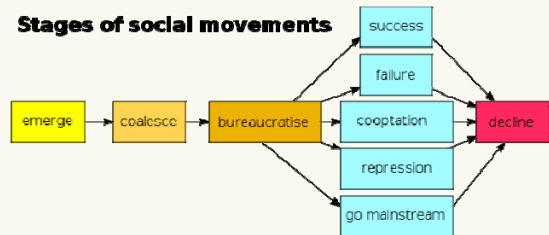
- Just as in other social processes

- **There are patterns that suggest theory.**

- Theory: In SOCY, set of statements that seeks to explain problems, actions, or behavior (p10)



Stages of social movements



Adapted from Blumer (1969), Mauss (1975), and Tilly (1978)

- Resource mobilization theory: core group of strategists work to harness group's energies, attract money and supporters, capture news media attention, forge alliances with those in power, and develop org structure

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Two examples



Americans with Disabilities Act (1990)

Barriers to employment, transportation, public accommodations, public services, and telecommunications have imposed staggering economic and social costs on American society and have undermined our well-intentioned efforts to educate, rehabilitate, and employ individuals with disabilities. By breaking down these barriers, the Americans with Disabilities Act (ADA) will enable society to benefit from the skills and talents of individuals with disabilities, will allow us all to gain from their increased purchasing power and ability to use it, and will lead to fuller, more productive lives for all Americans.

The Americans with Disabilities Act gives civil rights protections to individuals with disabilities similar to those provided to individuals on the basis of race, color, sex, national origin, age, and religion. It guarantees equal opportunity for individuals with disabilities in public accommodations, employment, transportation, State and local government services, and telecommunications.



The History of the ADA: A Movement Perspective By Arlene Meyerson 1992

The history of the ADA did not begin on July 26, 1990 at the signing ceremony at the White House. It did not begin in 1988 when the first ADA was introduced in Congress. The ADA story began a long time ago in cities and towns throughout the United States when people with disabilities began to challenge societal barriers that excluded them from their communities, and when parents of children with disabilities began to fight against the exclusion and segregation of their children. It began with the establishment of local groups to advocate for the rights of people with disabilities. It began with the establishment of the independent living movement which challenged the notion that people with disabilities needed to be institutionalized, and which fought for and provided services for people with disabilities to live in the community.

The ADA owes its birthright not to any one person, or any few, but to the many thousands of people who make up the disability rights movement - people who have worked for years organizing and attending protests, licking envelopes, sending out alerts, drafting legislation, speaking, testifying, negotiating, lobbying, filing lawsuits, being arrested - doing whatever they could for a cause they believed in. There are far too many people whose commitment and hard work contributed to the passage of this historic piece of disability civil rights legislation to be able to give appropriate credit by name. Without the work of so many - without the disability rights movement - there would be no ADA.

Advancing CU's accessibility

Student leaders seek wheelchair-friendly campus

David Leserman, who uses a manual wheelchair, says there are a number of trouble spots on the University of Colorado's campus, where he audits classes as a hobby. Talk, for example, outside the school's ATLAS high-tech hub where Leserman attends an afternoon film course. Handicapped-accessible parking spots were removed to make room for a neighboring construction project. And the four replacement spaces for that central part of campus need to be more level because they don't meet the slope requirements called for by the Americans with Disabilities Act.

CU's student leaders this spring are pushing for improvements to make the campus more handicapped-accessible, citing concerns that potential students with physical disabilities are deterred by the current layout.

There's a severe crunch for parking on the most trafficked parts of the campus, there are missing signs that indicate wheelchair-accessible entrances and exits.



Photo by Joshua Lewin
David Leserman, who uses a manual wheelchair, talks with Boulder junior Debra Stone, middle, and Josh Wray on Tuesday afternoon outside the University of Colorado's campus, where he audits classes as a hobby. He is a member of a new student-led force that will work to make it easier for students with disabilities to get around the campus.

- Resource mobilization theory: core group of strategists work to harness group's energies, attract money and supporters, capture news media attention, forge alliances with those in power, and develop org structure

Two examples



PETA: CU freshman 'Cutest Vegetarian Alive'

BOULDER — A 19-year-old Coloradan who says "meat is gross and unhealthy" has been named the cutest vegetarian alive, male division, by the animal-rights group People for the Ethical Treatment of Animals.

Leonard Sun, 19, a student at the University of Colorado at Boulder, says he likes to buy organic and fair-trade products, lives his pants tight, has shades big and his headphones even bigger, according to PETA's web site. Sun said he went vegetarian three years ago because "it's not far to eat animals just because we can."

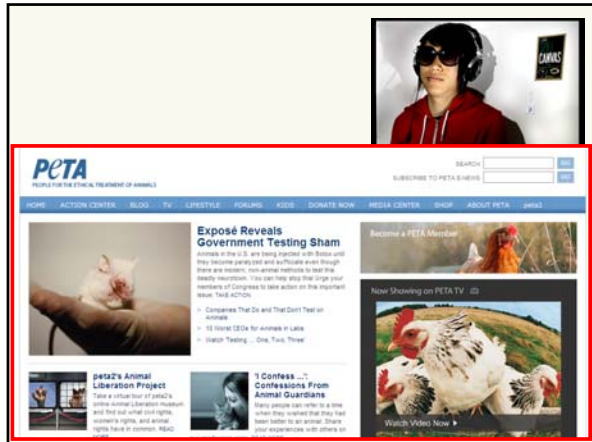
More than 3,000 people voted for the prize, including 1,700 males, said Eva Veyra-McDaniel of PETA2, the youth division of PETA.

PETA claims that each vegetarian saves 100 animals' lives each year.

"I got kind of sick of eating meat" about three years ago, Sun said. "I felt really bad for the animal, seeing what they had to go through when you watch the videos. I felt



Photo by Kevin Brownstein, For the Camera
University of Colorado Boulder freshman Leonard Sun, top, earned "Cutest Vegetarian Alive" title, chosen by the People for the Ethical Treatment of Animals (PETA) youth division.



- Harness group's energy

More Ways to Help

- Work at PETA
- Intern at PETA
- Volunteer at PETA
- Become a Member
- Become a PETA Business Friend
- Join PETA's Activist A-Team

- H
- A

PETA AND ANIMAL RIGHTS

Why Animal Rights?

Almost all of us grew up eating meat, wearing leather, and going to circuses and zoos. We never considered the impact of these actions on the animals involved. For whatever reason, you are now asking the question: Why should animals have rights? **LEARN MORE**

- Animals Are Not Ours to Eat
- Animals Are Not Ours to Wear
- Animals Are Not Ours to Experiment On
- Animals Are Not Ours to Use for Entertainment
- Animals Are Not Ours to Abuse in Any Way

PETA'S TOP PICKS

Shopping

PETA's Earth Day Pack

PETA's Mother's Day Chocolate Box Delight

'Eat No Animal' T-Shirt
© 2013 MP Communications Ltd.
Photographer: Max Yaskul

PETA Media Center
Helping for the ethical treatment of animals

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Contact PETA's Media Department

Telephone: 757-622-7382, extension 6294

E-mail: If you are from the media, please e-mail us at MediaInfo@peta.org

Please include the following in your e-mail message:

- Your first and last name
- Name of outlet (including call letters and station frequency, if applicable)
- Location (city, state)
- Telephone and fax number
- Topic
- Deadline

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Features

- Learn More About PETA
- PETA in the News
- PETA Overheard
- Celebrate Victories for Animals
- Campaign Updates**
- Boycott Jane
- Columbia

- Harness group's energy
- Attract money and supporters
- Capture news m
- Forge alliances power

Now Showing on PETA TV

LEARN MORE OTHER VIEWING OPTIONS

Charize Theron's Puppy Mill Investigation

- Harness group's energy
- Attract money and supporters
- Capture news m
- Forge alliances power
- De

About PETA > Financial Reports

Financial Reports

The Year in Numbers:

REVENUES	
Contributions	\$28,582,251
Gross Merchandise Sales	\$1,018,041
Interest, Dividends, Royalties and Other Income	\$1,624,084
Total Revenues	\$31,224,376

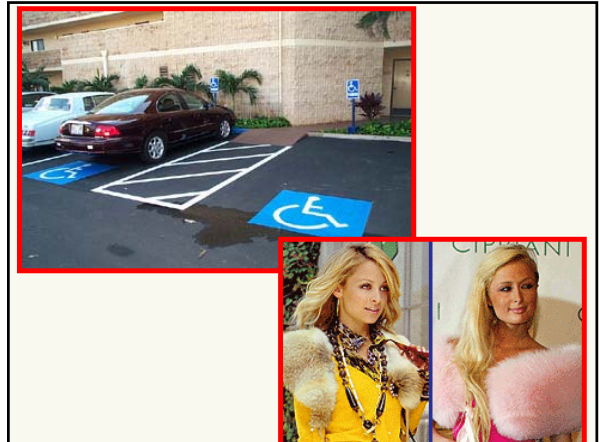
OPERATING EXPENSES	
Programs	
International Grassroots Campaigns	\$6,529,644
Public Outreach and Education	\$7,498,494
Research, Investigation and Outreach	\$7,761,439

PETA is a nonprofit, tax-exempt 501(c)(3) corporation funded almost exclusively by the contributions of our members. We strive to use our funds in the most cost-effective and efficient manner possible, a commitment bolstered by the fact that 83.78 percent of our operating expenses went directly to our programs fighting animal exploitation. We expended only 11.96 percent on fundraising efforts that drive our operations and 4.26 percent on management and general operations.

Forty-five percent of PETA's dedicated staff earn only \$12,840 to \$29,999, 36 percent earn \$30,000 to \$50,999, and only the remaining 18 percent make more than \$50,999. Our

- Individual concern →
- Resource mobilization →
- Social movement →
 - Social change

Tipping point: situations in which a previous rare event, response, or opinion becomes dramatically more common.



- **Tipping points can relate to non-material OR material culture (although often related)**

- Presence of structural arrangements to provide access for those with disabilities
- Values and norms as related to morality of wearing fur
- ... what's next?



A Sociologically-informed example working toward social change

Changing Girls' Lives: Investing in Intervention



Ishraq Impact Assessment
Barbara Ibrahim, PhD
Population Council, Egypt

Social norms for rural adolescent girls

- Public places such as youth centers off-limits
- Topics such as FGC, early marriage, and gender relations too sensitive for discussion
- No sports



Hypothesis: Change is a product of creating safe spaces, engaging girls socially, and modifying community gender norms

Look at all the SOCY in that hypothesis!!



Hypothesis: **Change** is a product of creating safe spaces, engaging girls **socially**, and modifying community **gender norms**

Look at all the SOCY in that hypothesis!!



Gatekeepers with influence over girls' lives and futures



Agents of socialization!

- Mothers and Fathers
- Adolescent Boys
- Community leaders

Intervention Strategy: Expand horizons through learning, sports, and community engagement.

- Program Content:
 - Literacy
 - Knowledge
 - Life skills
 - Games and Sports

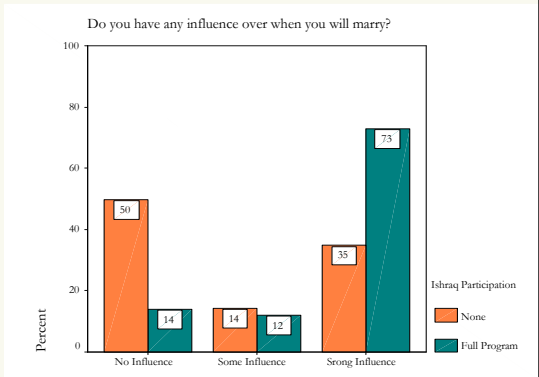


Measuring the Impact of Ishraq

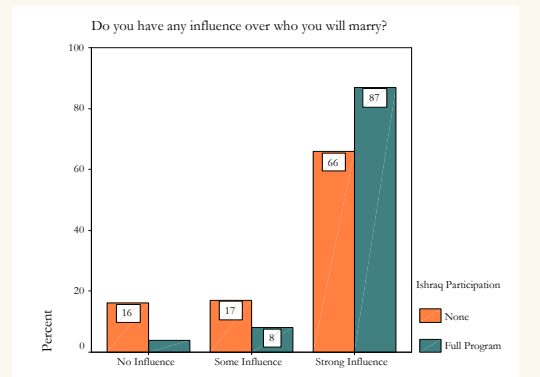
- Program Goal: increase life chances
- Assessment Tools:
 - Pre/post-test survey
 - Focus groups
 - Case studies



When to Marry: Can girls choose?



Who to Marry: Can girls choose?



Ishraq girls receive their health certificates



Sociological Imagination
 Theoretical perspectives
 Culture
 Socialization
 Social Interaction
 Deviance/conformity
 Social stratification
 Gender



- Individual concern →
 - Agency →
- (p7 the freedom indiv have to choose & act)
- Resource mobilization →
 (harness, attract, forge ...)
- Social movement →
 - Social change



Be critical of,
 and a contributor to,
 the social world
 that surrounds you!

Good luck with your studies.

