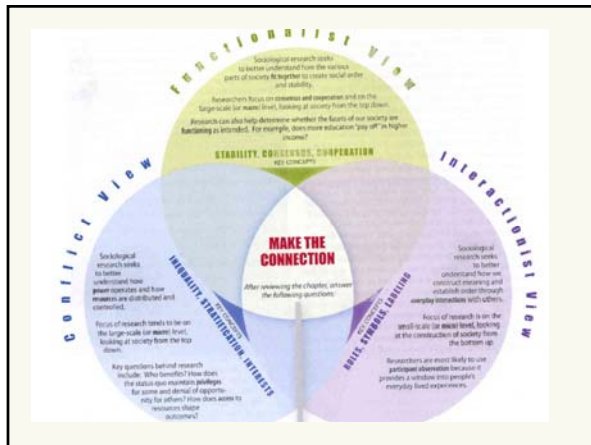


## Housekeeping

- Test #1: 2 weeks from last Tuesday!
  - Sample questions & study guide up this afternoon
  - Coverage?
- Plagiarism:
  - Written work MUST be your own
- Thanks for the quiet!

## Chapter 2: Sociological Research

- Scientific method**
- Data collection, sampling**
- Hypotheses**
- IV, DV, Control variables**
- Correlation, causation**
- Validity, reliability**
- Qualitative, quantitative**
- Research Ethics**
- Revisit perspectives**



- Functionalist?
- Conflict?
- Interactionist?



Let's consider in more depth –  
correlations between  
social "variables"

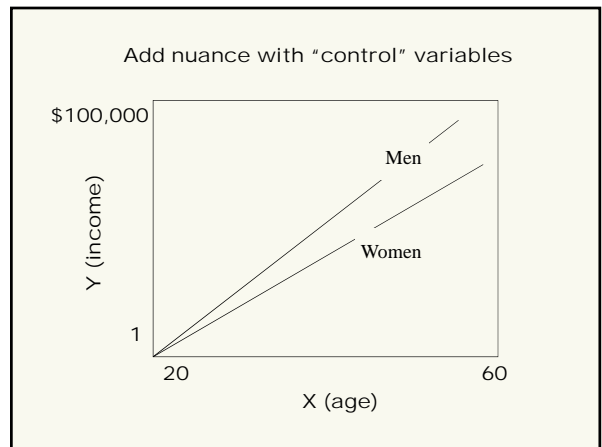
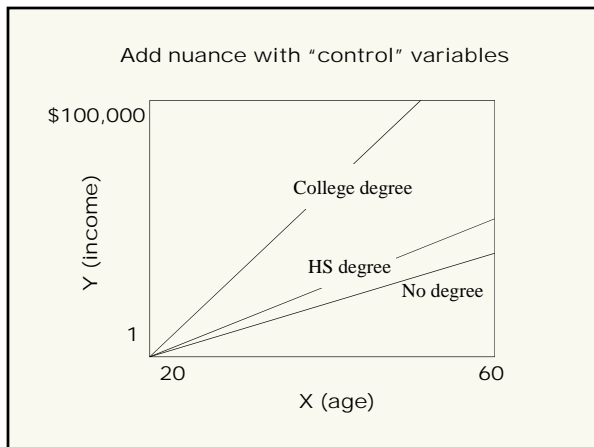
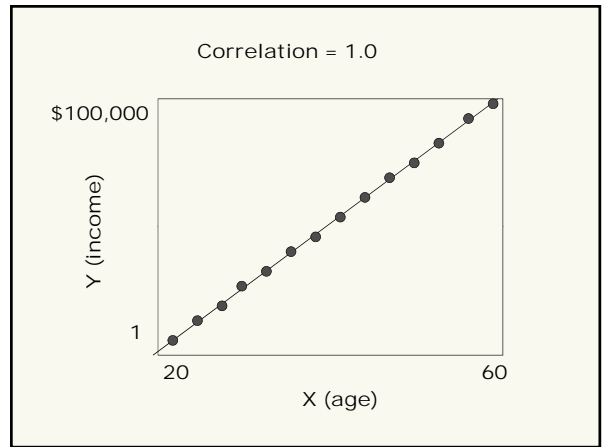
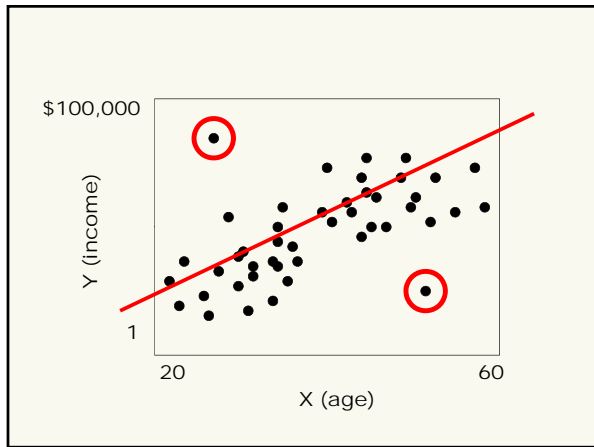
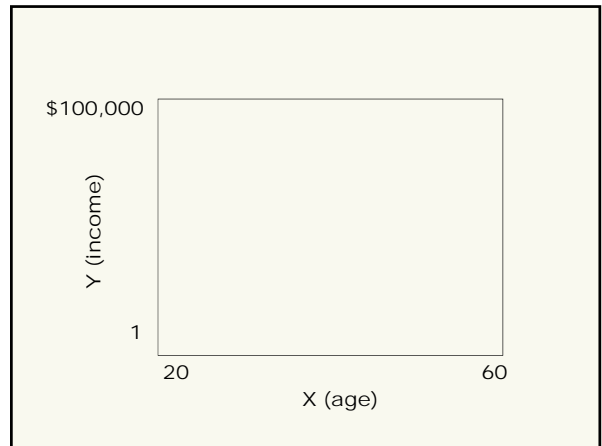
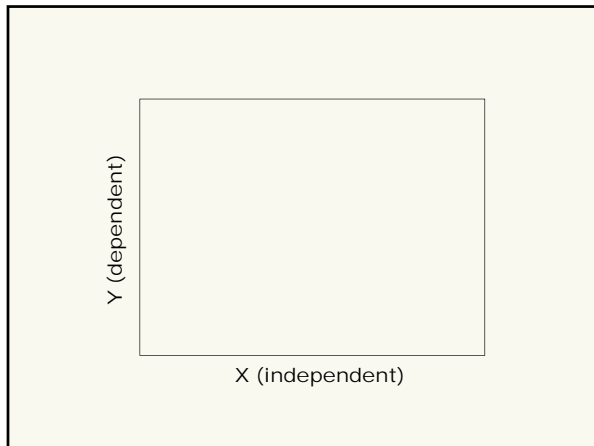
Correlation: change in one variable  
coincides with change in another  
(does not equal causation!) (p29)

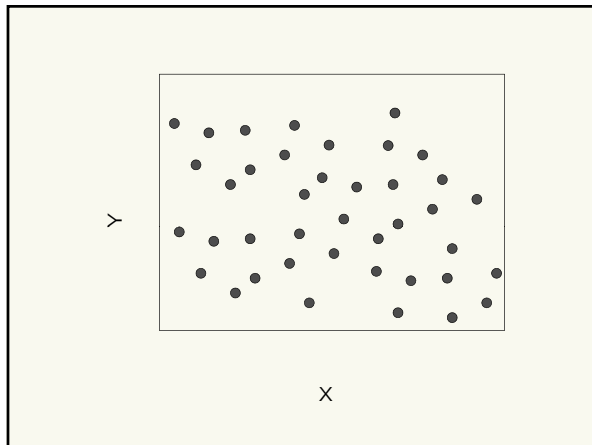
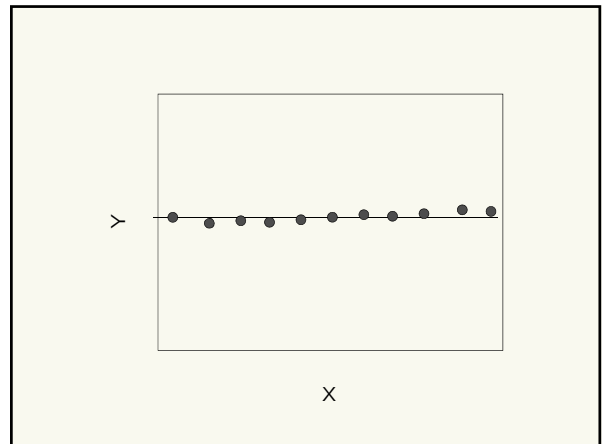
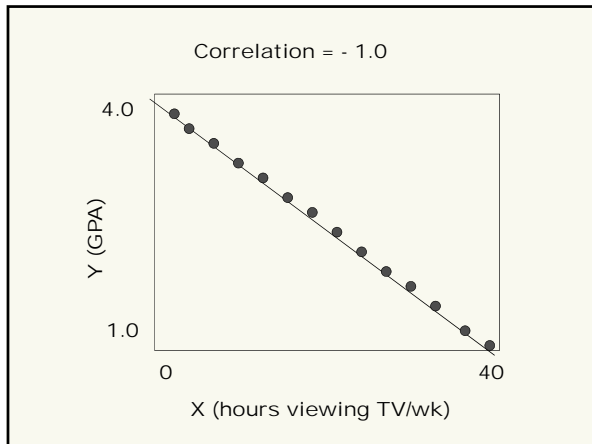
$$-1 < 0 > 1$$

Two Variables:  
"measurable  
trait/characteristic" (p27)

- Age
- Income

Hypothesis regarding correlation ?





How Economic Segregation Affects Children's Educational Attainment\*

SUSAN E. MAYER, University of Chicago

Abstract

*Economic segregation increased in the U.S. between 1970 and 1990. Three hypotheses suggest that economic segregation affects low-income children's educational attainment, but they provide different predictions about the direction of the effect. I combine census data with data from the Panel Study of Income Dynamics to show that an increase in economic segregation between census tracts in the same state hardly changes overall educational attainment but it exacerbates inequality between high-income and low-income children. With overall inequality held constant changes in economic inequality within census tracts have little effect on low-income children's educational attainment. But changes in inequality between census tracts reduce the educational attainment of low-income children. Substituting segregation between school districts for segregation between census tracts yields the same conclusions.*

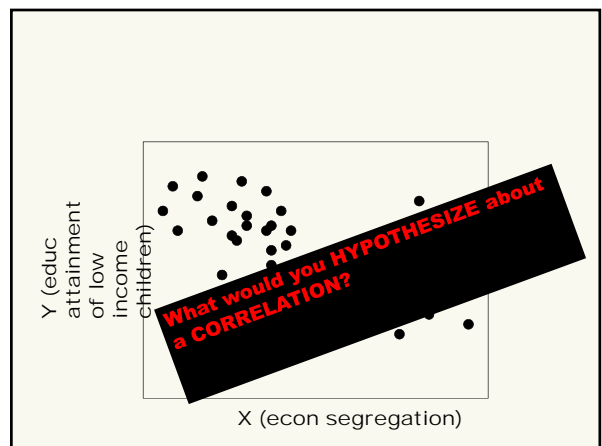
How Economic Segregation Affects Children's Educational Attainment?

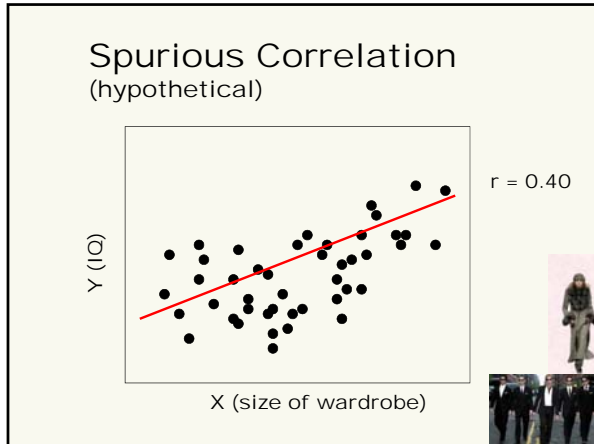
Which is independent?

Y (dependent)

- Economic segregation
- Children's educational attainment
- None of the above

X (independent)





### Chapter 3: Culture

### Culture

- Way of life
- Totality of our shared language, knowledge, material objects and behavior (p48)
- Characterizes a "society"
  - Although necessarily generalizations ("American" "eastern," "western")
- Conscious & subconscious

- "Our retinas send visual images to our brains, but recognition comes only through culture." (p48)

Science 2 Sept  
Vol. 309, no. 57  
DOI: 10.1126/sci

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- "Our retinas send visual images to our brains, but recognition comes only through culture." (p44)

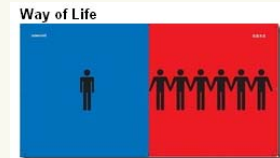
## Sociologists & Culture

- Some study culture itself
  - Tattoo subculture



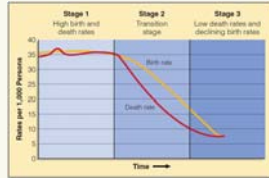
## Sociologists & Culture

- Some study culture itself
  - Tattoo subculture
- Some use culture as context
  - Values



## Sociologists & Culture

- Some study culture itself
  - Tattoo subculture
- Some use culture as context
  - Values
  - Fertility



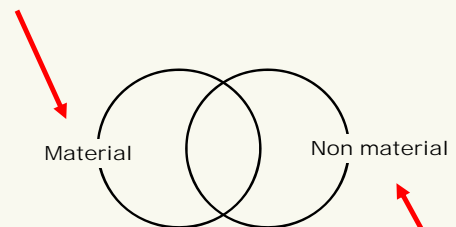
## Sociologists & Culture

- Some study culture itself
  - Tattoo subculture
- Some use culture as context
  - Values
  - Fertility
  - Delinquency



- Culture has material and non-material components
- Intertwined

### Physical/tech aspects of daily lives



Language, values, norms, sanctions

- Material: physical/technological aspects of our daily lives.

- “For most of us, the society seems to bear ... because the time we desire just that which society expects of us. We want to obey the rules. We want the parts that society has assigned to us.”

**We like a “blueprint” / yoke**

- (Berger, 1963)

- Material: physical/technological aspects of our daily lives.

- Non-material
- Values: collective conceptions of what is considered good, desirable, proper - or bad, undesirable, improper (p57)

dailycamera

Boulder's taxes befuddle medical marijuana businesses

City will begin audits next month  
By Health One, Camera Staff Writer  
Posted: 01/26/2011 09:42:12 AM MST

Study assesses Boulder County's food from 'plant to plate'

By Laura Sinker Camera Staff Writer  
Posted: 01/26/2011 08:04:20 PM MST

The produce business (camera) fiscal deficit for the season has 20.4 million dollars. That will be passed on to the county. Boulder County residents spend an average of \$100 on food grown in Boulder County. (Daniel Clark)

## Values in American Culture (p 57)

- Individualism
- Achievement
- Efficiency
- Material comfort
- Nationalism
- Equality

World vehicles per capita

Material      Non material

## Values in American Culture (p 57)

- Individualism
- Achievement
- Efficiency
- Material comfort
- Nationalism
- Equality

Material      Non material

■ Values: collective conceptions of what is considered good, desirable, proper – or bad, undesirable, improper (p57)

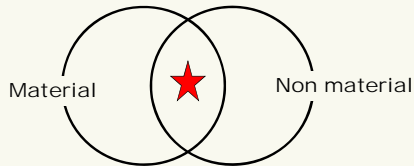
## Values in American Culture

**Achievement**  
**Material comfort**  
**Individualism**

- Values associated with norms
  - Established standards of behavior (p59)
  - "embody them as part of our everyday actions" (p59)

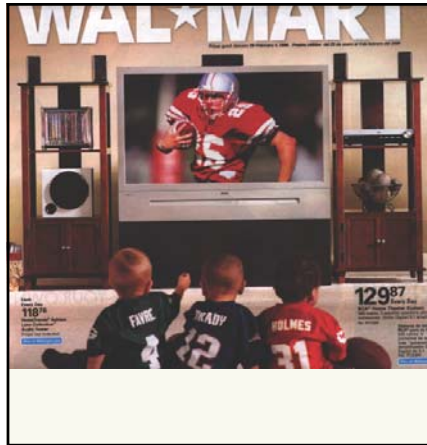
norms

- Intertwined

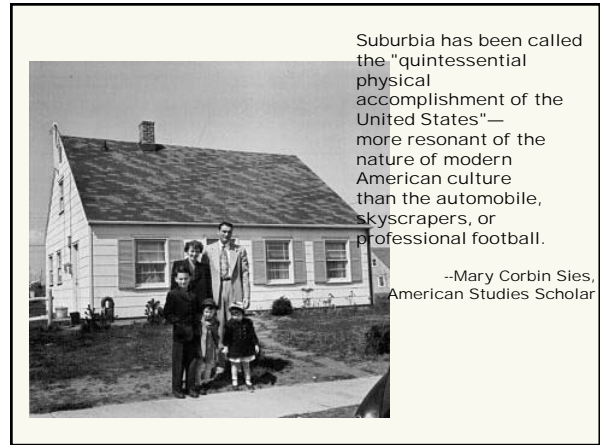


### Intertwined in everyday life

- Electronic organizers
- Flags as symbols
- Cars & homes



Material and nonmaterial elements?  
Values?  
Norms?



Suburbia has been called the "quintessential physical accomplishment of the United States"—more resonant of the nature of modern American culture than the automobile, skyscrapers, or professional football.

--Mary Corbin Sies, American Studies Scholar



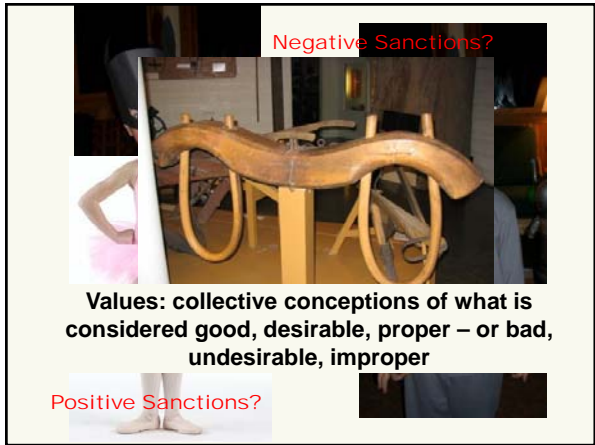
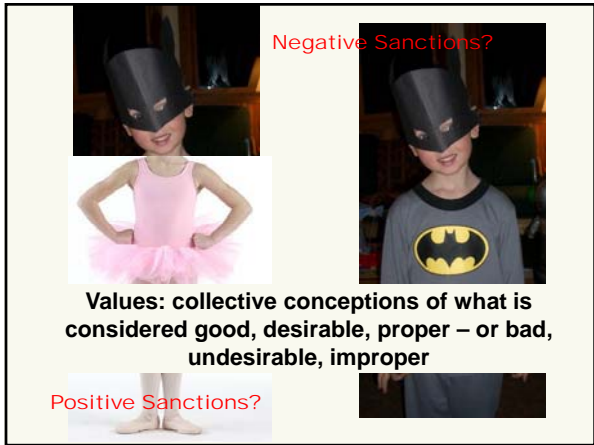
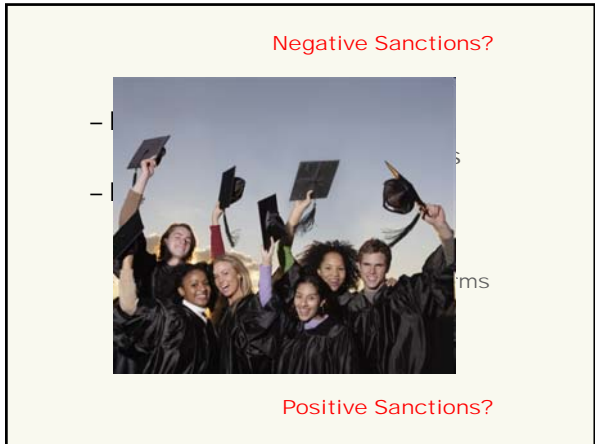
- "It is easy to underestimate the degree to which we live in a humanly constructed world."
  - Apply this to BOTH material and non-material aspects of culture!

### Thus far:

- Material
- Nonmaterial
  - Values
  - Norms

To "enforce" norms: sanctions

- Penalties/rewards related to social norms
- Can also be formal/informal
  - Positive/negative



Thus far:

- Material
- Nonmaterial
  - Values
  - Norms
- Sanctions

Loads more next week  
- good weekend