

INTRODUCTION TO
SOCIOLOGY

EDITION
3

GEORGE RITZER



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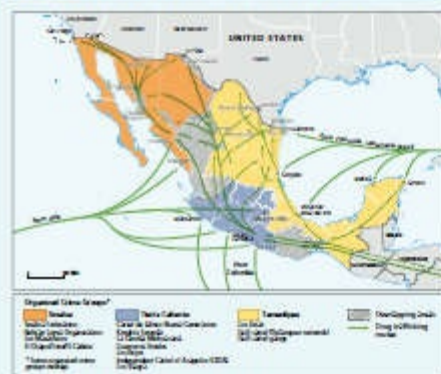
“
I liked the overall feel of the book, especially the opening vignettes, which help students immediately see in people's lives the concepts and theories they will cover in the chapter.
”

—Regina Davis Sowers
Santa Clara University

NEW TO THIS EDITION

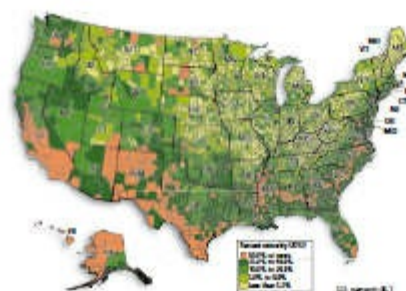
- New and revised **chapter-opening vignettes** are drawn from issues and events of contemporary interest such as the Charlie Hebdo attacks and the ongoing debate over medical marijuana.
- **Newly divided chapters on Social Stratification in the United States (Ch. 8) and Global Stratification (Ch. 9)** provide a deeper exploration of inequalities both at home and abroad and allow for more focused treatment of disparities impacting society at every level.
- **The Gender and Sexuality chapter** has undergone a major revision with the help of gender and sexuality expert Rebecca Plante. This edition also offers more thorough integration of issues pertaining to gender and sexuality throughout.
- Over 100 new and updated **maps, graphs, and tables** help students better visualize data and information.

FIGURE 7.9 • Mexican Cartel Territories and Drug Routes



SOURCE: Rebuilt with permission of Statista, www.statista.com.

FIGURE 10.2 • Majority-Minority Counties in the United States, 2012



SOURCE: U.S. Census Bureau, Population Division, Vintage 2012 population estimates.

FEATURE BOXES

PUBLIC SOCIOLOGY boxes demonstrate that sociology is more than an academic discipline – it has tangible, real-world effects on our lives.

PUBLIC SOCIOLOGY

Naomi Klein: No Logo

Naomi Klein (1970) is a Canadian writer, journalist, and activist. Her best-selling book, *No Logo*, is a manifesto for understanding the power of multinational corporations. While there is a significant overlap between the two works, Klein's writing is more activist for the young, urban, urban, and middle-class readers of her books.

In her book *No Logo* (2000), Klein offers an accessible overview of the world of branding in the world of multinational corporations. She argues against the idea of a "global village" and instead argues for a "global commons" where people are not just consumers but also producers. She argues for a "global commons" where people are not just consumers but also producers.



Think About It *No Logo* is a manifesto for understanding the power of multinational corporations. While there is a significant overlap between the two works, Klein's writing is more activist for the young, urban, urban, and middle-class readers of her books.

MCDONALDIZATION TODAY boxes help students understand Ritzer's well-known theory by applying it to the increasingly rationalized world.

MCDONALDIZATION TODAY

McDonald's

McDonald's is a fast-food chain that has become a symbol of globalization and rationalization. It is a prime example of Ritzer's theory of McDonaldization.



Think About It McDonald's is a prime example of Ritzer's theory of McDonaldization. It is a prime example of Ritzer's theory of McDonaldization.

McDonaldization Today is an excellent pedagogical feature that really makes it easy for instructors to illustrate how the principles of McDonaldization have permeated almost every level of society today.

—Deniss L. Veleber
University of Great Falls

BIOGRAPHICAL BITS

Archie Rodheild
Marxism, born 1840

Archie Rodheild is a classicist and a Marxist. He is a classicist and a Marxist. He is a classicist and a Marxist.

KEY TERMS & CONCEPTS

- The concept of "Marxism" and its impact on the world.
- The concept of "Marxism" and its impact on the world.

▲ BIOGRAPHICAL BITS introduce students to nearly 40 influential classical and contemporary sociologists.

The chapter additions such as the Checkpoints, Digital Living boxes, Biographical Bits, charts, and images all add to a rich user experience.

—Denise N. Cook
University of Nevada, Las Vegas

GLOBALIZATION

U.S. International Commerce

U.S. international commerce has been a major force in the world economy. It has led to the globalization of the world economy.



Think About It U.S. international commerce has been a major force in the world economy. It has led to the globalization of the world economy.

▲ GLOBALIZATION boxes expose students to cultures and communities outside the United States and provide insight into the increasingly interconnected world we inhabit.

DIGITAL LIVING

Facebook Relationships

Facebook has become a central part of many people's lives. It has changed the way we communicate and interact with each other.



Think About It Facebook has become a central part of many people's lives. It has changed the way we communicate and interact with each other.

▲ DIGITAL LIVING boxes help students recognize how their everyday lives are influenced by the Internet and mass media.

Overall, I really like the book. It is well written, reviews key concepts in a complete but efficient manner, and will hold student interest.

—Eric P. Tranby
University of Delaware

FEATURES FOR CRITICAL THINKING AND REVIEW

LEARNING OBJECTIVES
preview key chapter topics
and help students read
with a purpose.

LEARNING OBJECTIVES

- 9.1** Discuss ways in which countries and individuals can be classified within global stratification.
- 9.2** Describe forms of global stratification, including the global digital divide, health inequalities, and gender stratification.
- 9.3** Identify ways in which countries' positions within the global stratification structure might be improved.
- 9.4** Discuss structural/functional and conflict/critical theories of global stratification.
- 9.5** Explain some of the relationships between consumption and global stratification.

ASK YOURSELF

What aspects of your life can you imagine as "liquids"? Which seem like "flows"? What do you imagine these elements looked like 20 years ago, before the advent of globalization?

▲ In-chapter **ASK YOURSELF** questions invite students to apply sociological concepts to everyday life.

CHECKPOINT 9.1: POSITIONS IN GLOBAL STRATIFICATION

LEVELS OF GLOBAL STRATIFICATION	DESCRIPTION
Global North and South	The Global North encompasses the wealthiest and most powerful nations, which dominate, control, exploit, and oppress the South, which has little or no power or prestige on the global stage.
High-, middle-, and low-income economies (countries)	The World Bank differentiates among high-income economies (GN per capita of \$12,746 or more), middle-income economies (GN per capita between \$1,048 and \$12,745), and low-income economies (GN per capita below \$1,048). These categories reflect the vast differences in resources among nations.
The richest people in the world	The richest 1 percent globally own 48 percent of the world's wealth; the other 99 percent combined have only 52 percent.
The bottom billion	The bottom billion have incomes one-fifth of those in the Global South, lower life expectancy, higher infant mortality, and greater risk of malnutrition.

◀ **CHECKPOINT SUMMARY TABLES** offer students a recap of major topics within each chapter.

Excellent information, well organized, many relevant points that connect the information to the "real world."

—Cari Beecham-Bautista
Columbia College Chicago

SUMMARY

Social change creates variations over time in every aspect of the social world. Social movements are sustained and intentional collective efforts, usually operating outside established institutional channels, either to bring about social change or to retard it. Prominent social movements include the Tea Party, feminist movements, gay and lesbian movements, and the civil rights movement.

The emergence of a social movement requires a set of grievances, efforts at mobilization, opportunities within the political system, the proximity of people, the availability of free space to meet, and the availability of resources. Factors that affect the success of a social movement include its size and engagement as well as other groups' ability to suppress the movement. When successful, a social movement can leave a lasting legacy.

Social movements constitute one type of collective behavior.

Collective behavior is action generated, or engaged in, by a group of people. Emergent norm theory, based on the idea that new norms emerge in light of some precipitating event and guide the often nonrational actions that characterize behavior, is the dominant theoretical approach to examining types of collective behavior. Other types of collective behavior include crowds and riots and responses to disasters.

Social change is particularly characteristic of globalization, capitalism, and the Internet. Globalization is arguably the most important change in human history and is characterized by great flows of liquid phenomena across the globe. The Internet is both a form and an aspect of globalization and has expedited globalization. The global economy focuses on lowering the flows of everything related to consumption and reducing the barriers to these flows.

KEY TERMS

brand, 518
collective action, 518
crowd, 519

disasters, 520
emergent norm theory, 519
feminist, 508

resource mobilization theory, 516
social change, 508
social movements, 505
riot, 520

REVIEW QUESTIONS

1. What about the Tea Party makes it a social movement? What were the conditions that brought about the emergence of the Tea Party movement?
2. What have been the three different issues of the women's movement? How did the goals and strategies of the women's movement change during each of these three issues?
3. How have new communication technologies like the Internet and social networking sites (Facebook and Twitter) aided global social movements? What types of resources move more easily because of these new technologies?
4. According to resource mobilization theory, what do groups of people need in order to mobilize effectively? How can we apply this theory to the discussion of the civil rights movement in this chapter?
5. What mechanisms do social movements use to ensure member participation? How are these mechanisms

APPLYING THE SOCIOLOGICAL IMAGINATION

Using what you have learned about social movements in this chapter, do some research on one of the social movements in the Arab world today. What are some of the reasons that the social movement emerged? What resources was the movement able to mobilize? What mechanisms did the movement use to encourage member participation? How did the

processes of globalization affect the movement? How was the movement affected by new communication technologies like the Internet and social networking sites? As it stands now, was the social movement successful? Is it likely to be successful in the long run?

◀ **END-OF-CHAPTER SUMMARIES** support retention of key ideas.

◀ **REVIEW QUESTIONS** test student comprehension of core concepts.

◀ **APPLYING THE SOCIOLOGICAL IMAGINATION** exercises encourage students to conduct their own research experiments to uncover the real-world application of sociological concepts.



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Introduction to Sociology

3 Edition

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University of Maryland



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To Sue: With much love for enduring, mostly with her usual good humor intact, all the years I was often unavailable while writing this book

Detailed Contents

Detailed Contents

[Letter from the Author](#)

[Acknowledgments](#)

[About the Author](#)

[1 An Introduction to Sociology in the Global Age](#)

[The Changing Nature of the Social World—and Sociology](#)

[Central Concerns for a Twenty-First-Century Sociology](#)

[Digital Living: Sociologists as Bloggers and Public Sociologists](#)

[Globalization](#)

[Consumption](#)

- [McDonaldization](#)

[Globalization: Sex Trafficking](#)

- [Critiquing Consumption](#)

[Public Sociology: George Ritzer and the McDonaldization of Society](#)

[The Digital World](#)

[Globalization, Consumption, the Digital World, and You](#)

[Sociology: Continuity and Change](#)

[The Sociological Imagination](#)

[Biographical Bits: C. Wright Mills](#)

- [Private Troubles and Public Issues](#)
- [The Micro–Macro Relationship](#)

[Globalization: The Russia–Belarus Information War](#)

- [The Agency–Structure Relationship](#)

[The Social Construction of Reality](#)

[Social Structures and Processes](#)

[Biographical Bits: Auguste Comte](#)

[Sociology’s Purpose: Science or Social Reform?](#)

[Sociology, the Other Social Sciences, and Common Sense](#)

[Summary](#)

[Key Terms](#)

[Review Questions](#)

[Applying the Sociological Imagination](#)

[2 Thinking Sociologically](#)

[The Giants of Classical Sociological Theory](#)

[Biographical Bits: Herbert Spencer](#)

[Biographical Bits: Harriet Martineau](#)

[Karl Marx](#)

[Biographical Bits: Karl Marx](#)

[Public Sociology: Karl Marx, Journalist](#)

[Max Weber](#)

[Biographical Bits: Max Weber](#)

[Émile Durkheim](#)

[Biographical Bits: Émile Durkheim](#)

[Other Important Early Theorists](#)

[Georg Simmel](#)

[Biographical Bits: Georg Simmel](#)

- [W. E. B. Du Bois](#)

[Biographical Bits: W. E. B. Du Bois](#)

- [Thorstein Veblen](#)

[Biographical Bits: Thorstein Veblen](#)

[Contemporary Sociological Theory](#)

[Structural/Functional Theories](#)

- [Structural-Functionalism](#)
- [Structuralism](#)

[Globalization: The Contentious India–China Border](#)

[Conflict/Critical Theories](#)

- [Conflict Theory](#)
- [Critical Theory](#)
- [Feminist Theory](#)
- [Queer Theory](#)
- [Critical Theories of Race and Racism](#)

[Digital Living: The Voluntariat](#)

[Postmodern Theory](#)

[Inter/Actionist Theories](#)

- [Symbolic Interactionism](#)
- [Ethnomethodology](#)

[McDonaldization Today: Islands of the Living Dead](#)

- [Exchange Theory](#)
- [Rational Choice Theory](#)

[Summary](#)

[Key Terms](#)

[Review Questions](#)

[Applying the Sociological Imagination](#)

[3 Researching the Social World](#)

[The Scientific Method](#)

[The Development of Scientific Knowledge](#)

[Sociological Research](#)

[Qualitative and Quantitative Research](#)

[Globalization: Researching Port Security](#)

[Observational Research](#)

[Public Sociology: Robert Park and “Scientific Reporting”](#)

- [Participant and Nonparticipant Observation](#)
- [Ethnography](#)

[Biographical Bits: Michael Burawoy](#)

[Digital Living: Netnography](#)

[Interviews](#)

- [Types of Interviews](#)
- [The Interview Process](#)

[Survey Research](#)

- [Types of Surveys](#)
- [Sampling](#)

[Experiments](#)

[Secondary Data Analysis](#)

[Globalization: World Values Survey](#)

[Historical-Comparative Method](#)

[Biographical Bits: Herbert Gans](#)

[Content Analysis](#)

[Issues in Social Research](#)

[Reliability and Validity](#)

[Research Ethics](#)

- [Physical and Psychological Harm](#)
- [Illegal Acts](#)
- [The Violation of Trust](#)

[Biographical Bits: Laud Humphreys](#)

[Informed Consent and Institutional Review Boards](#)

[Objectivity, or “Value-Free” Sociology](#)

[Summary](#)

[Key Terms](#)

[Review Questions](#)

[Applying the Sociological Imagination](#)

[4 Culture](#)

[A Definition of Culture](#)

[The Basic Elements of Culture](#)

[Values](#)

[Biographical Bits: Alexis de Tocqueville](#)

[Norms](#)

[Material Culture](#)

[Symbolic Culture and Language](#)

[Cultural Differences](#)

[Ideal and Real Culture](#)

[Globalization: Queuing in Hong Kong and India](#)

[Ideology](#)

[Subcultures](#)

[Countercultures](#)

[Culture Wars](#)

[Multiculturalism and Assimilation](#)

[Public Sociology: Todd Gitlin and the Culture Wars](#)

- [Identity Politics](#)
- [Cultural Relativism and Ethnocentrism](#)

[Emerging Issues in Culture](#)

[Global Culture](#)

- [The Globalization of Values](#)
- [Cultural Imperialism](#)

[Consumer Culture](#)

- [Children in a Consumer Culture](#)
- [Nontraditional Settings for Consumption](#)
- [A Postconsumer Culture?](#)
- [Culture Jamming](#)

[Globalization: Japanese Consumer Culture](#)

[Cyberculture](#)

[Digital Living: Commercialization and Web 2.0](#)

[Summary](#)

[Key Terms](#)

Review Questions

Applying the Sociological Imagination

5 Socialization and Interaction

The Individual and the Self

Symbolic Interaction and Development of the Self

- Humans and Nonhumans

Biographical Bits: George Herbert Mead

- Symbolic Interaction
- Mind and Self
- The Generalized Other
- The “I” and the “Me”
- The “I” and “Me” in Consumer Society

The Individual as Performer

Impression Management

Biographical Bits: Erving Goffman

Front and Back Stage

Socialization

Globalization: The Self in the Global Age

Childhood Socialization

- Primary Socialization and the Family
- Peers
- Gender
- Mass Media and New Media
- Consumer Culture

Adult Socialization

- Workplaces
- Total Institutions
- Other Aspects of Adult Socialization

Interaction

Superordinate–Subordinate Interactions

Reciprocity and Exchange

“Doing” Interaction

Interaction Order

Status and Role

Micro-Level Social Structures

Interpersonal Relationships

Social Networks

Groups

Digital Living: Facebook Relationships

- Types of Groups
- Conformity to the Group

Summary

Key Terms

Review Questions

Applying the Sociological Imagination

6 Organizations, Societies, and the Global Domain

Organizations

Bureaucracies

- [Authority Structures and Bureaucracy](#)

- [Rationality and Irrationality](#)

[Biographical Bits: Robert K. Merton](#)

- [The Informal Organization](#)

[Contemporary Organizational Realities](#)

[Gendered Organizations](#)

[Other Problems in Organizations](#)

[Contemporary Changes in Organizations](#)

[Globalization and Organizations](#)

- [McDonaldization and Bureaucratic Organizations](#)

[Network Organizations](#)

- [Characteristics of the Network Organization](#)

[Digital Living: eBayization](#)

- [Informationalism](#)

[Biographical Bits: Manuel Castells](#)

[Societies](#)

[The Global Domain](#)

[Controlling Global Flows](#)

[Other Global Flows](#)

- [Spaces of Flows](#)

- [Landscapes](#)

[Biographical Bits: Arjun Appadurai](#)

[Global Barriers](#)

[Globalization: Cricket in India](#)

- [Are Global Barriers Effective?](#)

[Public Sociology: The “Flat World” of Thomas Friedman](#)

[Digital Living: A Virtual Bridge between Palestinians and Israelis](#)

- [Organizational Barriers](#)

- [More Open Organizations](#)

[Summary](#)

[Key Terms](#)

[Review Questions](#)

[Applying the Sociological Imagination](#)

[7 Deviance and Crime](#)

[Deviance](#)

[Shifting Definitions of Deviance](#)

[Global Flows and Deviance](#)

[Deviance and Consumption](#)

- [Defining Deviant Consumption](#)

- [“Dangerous Consumers”](#)

[Globalization: Rethinking the Dutch Approach to Marijuana Use](#)

[Theories of Deviance](#)

[Structural/Functional Theories](#)

- [Strain](#)

- [Adaptations to Strain](#)

[Biographical Bits: Sudhir Venkatesh](#)

- [More Recent Developments in Strain Theory](#)

- [Social Control](#)

- [Broken Windows](#)
- [Self-Control](#)
- [Conflict/Critical Theories](#)
 - [Deviance and the Poor](#)
 - [Deviance and the Elite](#)
- [Inter/Actionist Theories](#)
 - [Labeling](#)
 - [Primary and Secondary Deviance](#)
 - [Key Ideas in the Labeling Process](#)
 - [Moral Panics](#)
 - [Stigmas](#)

[Crime](#)

[Biographical Bits: Edwin H. Sutherland](#)

[The Criminal Justice System](#)

[Types of Crimes](#)

[Public Sociology: Jack Levin on Crime, in His Own Words](#)

[Digital Living: Cybercrime](#)

[Globalization and Crime](#)

- [Criminalization of Global Activities](#)

[Globalization: Crime on the U.S.–Mexico Border](#)

- [Global Crime Control](#)

[Summary](#)

[Key Terms](#)

[Review Questions](#)

[Applying the Sociological Imagination](#)

[8 Social Stratification in the United States](#)

[Dimensions of Social Stratification](#)

[Social Class](#)

[Status](#)

[Power](#)

[Consistency/Inconsistency across Dimensions of Stratification](#)

[Economic Inequality](#)

[Biographical Bits: Jean Baudrillard](#)

[Income Inequality](#)

[Wealth Inequality](#)

[Digital Living: Stratification in the New Sharing Economy](#)

- [Status, Power, and Wealth](#)

[Public Sociology: Dalton Conley on Social Inequality](#)

- [The Perpetuation of Wealth](#)
- [The Decline of the American Middle Class](#)
- [Poverty](#)
- [Analyzing Poverty](#)
 - [Poverty in the United States](#)
 - [The Feminization of Poverty](#)

[Social Mobility](#)

[Types of Social Mobility](#)

[Biographical Bits: Peter Blau](#)

[Structural Mobility in the United States](#)

[Achievement and Ascription](#)

[Theories of Social Stratification](#)

[Structural/Functional Theories](#)

[Conflict/Critical Theories](#)

- [Social Rewards and Status](#)

- [Gender, Race, and Class](#)

[Inter/Actionist Theories](#)

[Consumption and Social Stratification](#)

[Stratified Consumption](#)

[Social Class and Taste](#)

[Biographical Bits: Pierre Bourdieu](#)

- [The Quest for Distinction](#)

- [Elites as Cultural Omnivores](#)

[Summary](#)

[Key Terms](#)

[Review Questions](#)

[Applying the Sociological Imagination](#)

[9 Global Stratification](#)

[Positions in Global Stratification](#)

[The Global North and South](#)

[High-, Middle-, and Low-Income Countries](#)

[The Richest People in the World: The Global Concentration of Wealth](#)

[The Poorest People in the World: The Bottom Billion](#)

[Global Economic Inequalities](#)

[The Global Digital Divide](#)

[Global Health Inequality](#)

[Global Waste and the Churequeros](#)

[Gender Stratification](#)

- [Inequality in Employment, Occupations, and Wealth](#)

[Biographical Bits: Arlie Hochschild](#)

- [Women and Informal Employment](#)

- [Women in Global Care Chains](#)

[Changing Positions in Global Stratification](#)

[Race to the Bottom](#)

[Globalization: Domestic Workers in Kuwait](#)

[Industrial Upgrading](#)

[Foreign Aid and Development](#)

[Theories of Global Stratification](#)

[Structural/Functional Theories](#)

[Conflict/Critical Theories](#)

- [Colonialism, Imperialism, and Postcolonialism](#)

- [World-Systems Theory](#)

[Biographical Bits: Immanuel Wallerstein](#)

[Consumption and Global Stratification](#)

[Global Consumer Culture and Inequality](#)

[Fair Trade](#)

[Summary](#)

[Key Terms](#)

Review Questions

Applying the Sociological Imagination

10 Race and Ethnicity

The Concepts of Race and Ethnicity

Historical Thinking about Race

- “Scientific” Explanations

Globalization: Threats to the Roma

- Cultural Explanations
- The Fluidity of Racial Categories
- Racial and Ethnic Identities

Majority–Minority Relations

The Social Construction of Difference

Stereotypes, Prejudice, and Discrimination

Intersectionality

Globalization: Qataris, Strangers in Their Own Land

Biographical Bits: Patricia Hill Collins

Patterns of Interaction

Race, Ethnicity, and Education

Race, Ethnicity, and Consumption

- Marketing to Minorities
- White Consumption of Black Culture
- Commercialization of Ethnicity

Racism

Foundations of Racism

- Social Structure and Racism
- Culture and Racism
- Racist Motives

Institutional Racism

Biographical Bits: Joe Feagin

- The Role of Individuals in Institutional Racism
- The “Invisibility” of Institutional Racism
- Social Movements and Race
 - Hate Groups
 - The Civil Rights Movement
 - Collective Identity and “Power” Movements

Race and Ethnicity in a Global Context

Ethnic Identity and Globalization

Public Sociology: W. E. B. Du Bois and the Negro Press

Global Prejudice and Discrimination

Global Flows Based on Race and Ethnicity

- Positive and Negative Flows
- Racial and Ethnic Barriers

Ethnic Conflict within Nation-States

- Expulsion
- Ethnic Cleansing
- Genocide

Summary

Key Terms

[Review Questions](#)

[Applying the Sociological Imagination](#)

[11 Gender and Sexuality](#)

[Gender and Sex](#)

[Femininities and Masculinities](#)

[Digital Living: Gender Disappointment](#)

[Transgender and Nonbinary Genders](#)

[Biographical Bits: Raewyn \(née Robert William\) Connell](#)

[Gender Diversity](#)

[Gendered Inequalities](#)

[Gender and Education](#)

[Gender, Family, and Work](#)

- [Separate Spheres](#)
- [Dual-Earner Households and the Stalled Revolution](#)
- [Gender Inequality at Work](#)

[Gender and Consumer Culture](#)

- [Consumption, Work, and Family](#)
- [Women and Girls as Consumers](#)
- [Men and Boys as Consumers](#)
- [Advertising and Gender](#)

[The Sociology of Sexuality](#)

[Sexual Selves](#)

- [Sexual Identities and Orientations](#)

[Biographical Bits: Ken Plummer](#)

- [Gendered Sexual Scripts](#)
- [Spotlight on “Hooking Up”](#)
- [Social Constraints on Sexuality](#)
- [Culture and Consent](#)
- [Sex and Consumption](#)

[Globalization: Group Sex in China](#)

[Sexuality, Gender, and Globalization](#)

[Social Change and the Globalization of Sexuality](#)

[Global Flows Related to Sex and Sexuality](#)

- [Lesbian, Gay, Bisexual, and Queer Sexualities in Global Context](#)
- [The Global Sex Industry](#)

[Global Flows Related to Gender](#)

[The Feminization of Migration](#)

[The Feminization of Labor](#)

- [The Feminization of Poverty and Female Proletarianization](#)
- [Women in Export Processing Zones](#)

[Gender, War, and Violence](#)

[Globalization: Rape as a Weapon of War](#)

[The Global Women’s Movement](#)

[Summary](#)

[Key Terms](#)

[Review Questions](#)

[Applying the Sociological Imagination](#)

[12 Families](#)

Family, Marriage, and Intimate Relationships

Some Basic Concepts

- Marriage
- Intimate Relationships
- Love

Broad Changes in Marriage and the Family

Decline in Marriage

Perspectives on the Decline in Marriage

- The Deinstitutionalization of Marriage
- Marriage as a Carousel

McDonaldization Today: McFamily

- Self-Disclosing Intimacy and Pure Relationships
- Questioning the New Ideas on Marriage and Relationships
- The Resilience of Marriage
- Nonfamily Households: “Going Solo”
- The Family Household
- Alternative Forms of Families
 - Cohabitation
 - Single-Parent Families
 - Nonresident Parents
 - Stepfamilies and Blended Families
 - Lesbian and Gay Families

Theorizing the Family

Structural/Functional Theories

Conflict/Critical Theories

- Feminist Theory

Inter/Actionist Theories

- Symbolic Interactionism
- Exchange Theory

Problems in the Family

Family Conflict

- The Deficit Model
- The Overload Model
- The Cultural Tensions Model
- The Conflict-of-Interest Model
- The Anomie Model

Abuse and Violence within the Family

- Child Abuse
- Domestic Violence

Digital Living: The Family and the Internet

- Elder Abuse
- Poverty and the Family

Public Sociology: Andrew Cherlin on Public Sociology, in His Own Words

The Family, Consumption, and the Great Recession

Gender Inequalities

Divorce

- Factors in Divorce

Global Families

[Global Flows That Involve the Family](#)

[Global Flows That Affect the Family](#)

- [Global Migration](#)
- [Global Trafficking](#)
- [Global Conflict](#)

[Globalization: The Role of Families in Improving Relations between the United States and Cuba](#)

[Summary](#)

[Key Terms](#)

[Review Questions](#)

[Applying the Sociological Imagination](#)

[13 Education](#)

[Thinking about Education](#)

[Structural/Functional Theories](#)

- [Durkheim on Education](#)
- [A Later Structural-Functional Approach](#)

[Conflict/Critical Theories](#)

- [Capitalist Systems and Education](#)
- [Industrialized Society and Education](#)

[Inter/Actionist Theories](#)

[Education and Consumption](#)

[Digital Living: The Digital Revolution in Education](#)

[Inequality in Education](#)

[Globalization: U.S. Universities Overseas](#)

[Who Succeeds in School?](#)

[The Coleman Report: How Much Do Schools Matter?](#)

[Intelligence and School Success](#)

[Class Differences in Early Childhood](#)

[Preschool](#)

[Seasonal Learning and Class Differences in Achievement](#)

[Inequality within Schools: Tracking and Student Outcomes](#)

[Alternatives to Traditional Public School](#)

- [Vouchers](#)
- [Unschooling and Homeschooling](#)
- [Charter Schools](#)

[The Politics of Public Education](#)

[Public Sociology: David Brooks](#)

[Who Goes to College?](#)

[Globalization and Education](#)

- [PISA Rankings](#)

[Digital Living: Massive Open Online Courses \(MOOCs\)](#)

- [U.S., German, and Japanese Education Systems](#)

[Summary](#)

[Key Terms](#)

[Review Questions](#)

[Applying the Sociological Imagination](#)

[14 Religion](#)

[Early Sociologists and Religion](#)

[What Is Religion?](#)

[Components of Religion](#)

[Belief](#)

[Ritual](#)

[Experience](#)

[Civil Religion](#)

[Secularization](#)

[Religion as a Form of Consumption](#)

[Biographical Bits: Robert N. Bellah](#)

[McDonaldization Today: Supersized McChurch](#)

[Types of Religious Institutions](#)

[Sect](#)

[Church](#)

[Cults and New Religious Movements](#)

[Public Sociology: Andrew M. Greeley: Sociologist, Priest, Novelist](#)

[Denominations](#)

[Theorizing Religion](#)

[Structural/Functional Theories](#)

▪ [Functions of Religion](#)

▪ [Dysfunctions of Religion](#)

[Conflict/Critical Theories](#)

[Religion and Globalization](#)

[The Most Significant Global Religions](#)

▪ [Judaism](#)

▪ [Hinduism](#)

▪ [Buddhism](#)

▪ [Islam](#)

▪ [Christianity](#)

▪ [Mormonism](#)

[Fundamentalism](#)

[Globalization: Tongues of Fire](#)

[Faith on the Move](#)

[Digital Living: Wahhabism, Islamic State, and the Internet](#)

[Summary](#)

[Key Terms](#)

[Review Questions](#)

[Applying the Sociological Imagination](#)

[15 Politics and the Economy](#)

[Politics: Democracy or Dictatorship](#)

[Democracy: Citizenship as a Radical Idea](#)

[Digital Living: The State and the Power of the Internet](#)

[Dictatorship: The Seizure of Power](#)

[Who Rules the United States?](#)

[The Structural/Functional Perspective: Pluralism](#)

[The Conflict/Critical Perspective: The Power Elite](#)

[Which Perspective Is Correct?](#)

[Global Politics](#)

[Implementing Political Objectives: Legitimate Violence, War, and Terrorism](#)

- [War](#)
- [Terrorism](#)

[Geopolitics](#)

[The Nation and the Nation-State](#)

[The U.S. Economy: From Industrialization to Deindustrialization](#)

[Sociology of the Economy](#)

[The Industrial Revolution](#)

[From Fordism to Post-Fordism](#)

[Capitalism, Socialism, and Communism](#)

- [Socialism and Communism](#)
- [Welfare States](#)
- [Capitalism](#)

[Globalization: Fordlandia in Brazil](#)

[Deindustrialization in the United States](#)

- [Factors in Deindustrialization](#)
- [The Decline of American Labor Unions](#)

[The Postindustrial Society](#)

[Public Sociology: Barbara Ehrenreich and Being “Nickel and Dimed” at Work](#)

[Work, Consumption, and Leisure](#)

[Employment, Unemployment, and Underemployment](#)

[Consumption and the Postmodern Society](#)

[Biographical Bits: William Julius Wilson](#)

[Leisure](#)

[Globalization and the Economy](#)

[McDonaldization Today: McJobs](#)

[Summary](#)

[Key Terms](#)

[Review Questions](#)

[Applying the Sociological Imagination](#)

[16 The Body, Medicine, Health, and Health Care](#)

[The Body](#)

[The Thinking of Michel Foucault](#)

[Public Sociology: Theatrical Presentations](#)

[Biographical Bits: Michel Foucault](#)

[The Healthy Body: Lifestyle, Beauty, and Fitness](#)

- [Beauty: Cultural Contexts](#)
- [The Quest for the Ideal, the Consumption of Beauty, and the Fit Body](#)
- [Fitness and the Healthy Body](#)

[Body Modifications](#)

[Risky Behavior](#)

[The Sociology of Health and Medicine](#)

[The Medical Profession](#)

[McDonaldization Today: McBirth](#)

[Weaknesses in the U.S. Health Care System](#)

[McDonaldization Today: McDeath](#)

- [Inequalities in U.S. Health Care](#)

[Globalization: Medical Tourism](#)

- [Health Care Reform in the United States](#)

- [Consumerism and Health Care](#)
- [The Internet and the Consumption of Health Care](#)

[Globalization and Health](#)

[Growing Global Inequality](#)

- [Disease](#)
- [Malnutrition](#)

[Smoking](#)

[Borderless Diseases](#)

- [HIV/AIDS](#)
- [New Forms of Flu](#)

[The Impact of War on Health](#)

[Globalization and Improvements in Health and Health Care](#)

[Summary](#)

[Key Terms](#)

[Review Questions](#)

[Applying the Sociological Imagination](#)

[17 Population, Urbanization, and the Environment](#)

[Population](#)

[Population Growth](#)

[Population Decline](#)

[The Processes of Population Change](#)

- [Fertility](#)
- [Mortality](#)
- [The Demographic Transition](#)
- [Migration](#)

[Urbanization](#)

[Ever-Larger Urban Areas](#)

[Suburbanization](#)

- [The Postsuburban Era](#)

[The Decline of Major U.S. Cities](#)

[Cities and Globalization](#)

- [Global and World Cities](#)
- [Megacities \(and Beyond\)](#)

[Globalization: The Flow of the Super-Rich to the World's Great Cities](#)

- [The Main Site of Global Problems](#)
- [The Center of Culture and Consumption](#)

[The Environment](#)

[Theories of the Environment and Its Problems](#)

[Urban Areas and the Environment](#)

[Digital Living: Uber](#)

[Globalization and the Environment](#)

[The Leading Environmental Problems](#)

- [Destruction of Natural Habitats](#)
- [Adverse Effects on Marine Life](#)
- [The Decline in Freshwater](#)
- [Global Warming](#)

[Global Responses](#)

- [Sustainable Development](#)

- [Technological Fixes](#)

[Summary](#)

[Key Terms](#)

[Review Questions](#)

[Applying the Sociological Imagination](#)

[18 Social Change, Social Movements, and Collective Action](#)

[Social Movements](#)

[The Tea Party](#)

[Digital Living: A Sociologist Debates a Journalist: The Internet and Social Movements](#)

- [Feminist Movements](#)
 - [The Women's Movement in the United States](#)
 - [The Global Women's Movement](#)
- [The Gay and Lesbian Movements](#)
 - [World War II and the Lavender Scare](#)
 - [The U.S.-Based Homophile Movement](#)
 - [Stonewall](#)
 - [Lesbian Herstory](#)
 - [Homosexuality in the DSM](#)
 - [Harvey Milk](#)
 - [HIV/AIDS, ACT UP, and Queer Nation](#)
 - [The Ongoing Fight for Marriage Equality](#)
- [The Civil Rights Movement](#)
- [Emergence, Mobilization, and Impact of Social Movements](#)
 - [Factors in the Emergence of a Social Movement](#)
 - [Resources and Mobilization of Social Movements](#)
 - [The Impact of Social Movements](#)
- [The Internet, Globalization, and Social Movements](#)

[Collective Action](#)

[Crowds](#)

[Riots](#)

- [Negative Views of Riots](#)
- [Positive Effects of Riots](#)

[Disasters](#)

- [Human Involvement in Disasters](#)
- [The Effects of Disasters](#)

[Globalization and Cyberactivism](#)

- [World Social Forum](#)
- [World Huaren Federation](#)

[Social Change: Globalization, Consumption, and the Internet](#)

[Globalization as the Ultimate Social Change](#)

- [Global "Liquids"](#)
- [Global "Flows"](#)

[Biographical Bits: Zygmunt Bauman](#)

[Globalization and the Internet](#)

- [Spam](#)
- [Computer Viruses](#)

[Consumption and Globalization](#)

- [Local and Regional Differences](#)

- [The Globalization of Consumers](#)
- [Global Brands](#)

[Public Sociology: Naomi Klein: No Logo](#)

[Summary](#)

[Key Terms](#)

[Review Questions](#)

[Applying the Sociological Imagination](#)

[Glossary](#)

[References: Chapter-Opening Vignettes](#)

[References: Comprehensive List](#)

[Index](#)

Letter from the Author

To me, the social world, as well as the field of sociology that studies that world, is always interesting, exciting, and ever-changing. My goal in this newly revised third edition of *Introduction to Sociology* is not only to introduce YOU, the student, to sociology, but also to discuss what has made sociology my lifelong passion. My hope is that readers of this text learn a good deal about the social world from the perspective of sociology, as well as get at least a sense of why I am so passionate about it. Please let me explain how this book is, in many ways, an expression of that passion as well as of my personal sociological journey.

My initial interests in the field were the sociology of work and of organizations, but I was quickly drawn to sociological theory and how even the most classical theories were relevant to, and at play in, my everyday life—and yours. This interest came to fruition in the publication of *The McDonaldization of Society* in 1993 (the eighth edition of that book was published in 2015, and a ninth edition is planned). In that book I apply and expand upon the famous classic theoretical ideas of Max Weber on rationality. I saw those ideas at work in my local fast-food restaurant, as well as in many other contemporary settings. The major themes addressed in *The McDonaldization of Society* are prominent in this textbook, especially in the boxes scattered throughout its pages.

Journalists often interview me on the ideas behind “McDonaldization” and these experiences have allowed me to better appreciate “public sociology,” the impact of sociologists’ work on the larger public. Public sociology is of increasing importance, and in this text I highlight not only the writings of sociologists whose work has had a significant public impact but also the work of journalists that is implicitly, and sometimes explicitly, sociological in nature.

After the publication of *The McDonaldization of Society*, my thinking and research moved in many related and interesting directions, and these interests are manifest throughout this text. I grew very interested in consumption and, more specifically, was drawn to the study of credit cards, which inspired *Expressing America: A Critique of the Global Credit Card Society*. I was surprised by the number of my undergraduate students who maintained one or more credit card accounts. I was also distressed by their fears of growing indebtedness (in hindsight perhaps a harbinger of the Great Recession). Also in the area of consumption, I authored *Enchanting a Disenchanted World: Continuity and Change in the Cathedrals of Consumption*. Shopping malls, theme parks such as Disney World, Las Vegas–style casinos, and cruise ships are all “cathedrals of consumption,” which lure consumers and lead them to overspend and to go deeply into debt.

Later, as I reflected on my research on fast-food restaurants, credit cards, and cathedrals of consumption, I was drawn to a fascinating newly emerging area of sociology—globalization. This led me to write *The Globalization of Nothing* and *Globalization: A Basic Text*. I realized that all of the phenomena of interest to me had been pioneered in the United States but had spread rapidly throughout much of the world. Accordingly, this book includes a strong emphasis on globalization, with the hope that students will better understand that process and better appreciate their roles within our increasingly globalized world.

Most recently, my sociological journey has led me to the Internet, especially social networking sites such as Facebook, Twitter, and Pinterest. Internet sites are highly rationalized (or McDonaldized), are often places to consume (e.g., eBay, Amazon), and are all globalized

(Facebook alone has more than one billion users throughout the world). Throughout this book—in boxes headed “Digital Living” and in the narrative—the sociological implications of the Internet are discussed and explained; there is much in this topic for students to contemplate.

The above describes much of my personal sociological journey. I hope that this book will provide YOU with a starting point to begin your own personal sociological journey, to examine your social world critically, and to develop your own sociological ideas and opinions. It is my hope that this book better equips you to see the social world in a different way and, more important, to use the ideas discussed here to help to create a better world.

George Ritzer

University of Maryland

Acknowledgments

I need to begin with my friends for decades, and coauthors of a previous introductory textbook, Kenneth C. W. Kammeyer and Norman R. Yetman. That book went through seven editions, the last of which was published in 1997. It was most useful to me in this text in helping to define various sociological concepts that have changed little over the years. I have also been able to build on discussions of many issues covered in that text. However, because of the passage of almost two decades in sociology and in the social world (an eternity in both), as well as the innumerable changes in them, this text has comparatively little in common with the earlier one. Nonetheless, my perspective on sociology was strongly shaped by that book and the many insights and ideas provided by my friends and coauthors before, during, and in the many years after the writing of that book.

Many thanks to Olivia Weber-Stenis, who amiably and capably managed the production of this book, as well as to Judy Selhorst, who handled the copyediting.

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I also need to thank Nathan Davidson at SAGE. The production of the first edition of this book really took off when he took over its day-to-day management. We worked together closely for about a year on virtually every aspect of the final project. Before Nathan came on board I was in danger of being overwhelmed by the demands of finishing this book, but he provided the hard work, great organizational abilities, and good sense that helped me complete it—and on time. Nathan continued to manage the second and third editions of this book and, if possible, he has done an even better job with each one. While his imprint is found throughout this book, it is especially notable in the selection of an excellent set of photographs.

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