

Social Interaction in Everyday Life



Introduction to Sociology | Hunter College
Jessie Daniels, PhD

Today

- Review: Sociological Imagination
- How to Write a Paragraph (online assignment)
- Social Interaction in Everyday Life
- Ch.4 + danah boyd, “Social Network Sites as Networked Publics”
- KEY CONCEPTS:
 - applying sociological theories to everyday interaction

INTERACTION



How do we interact with each other?

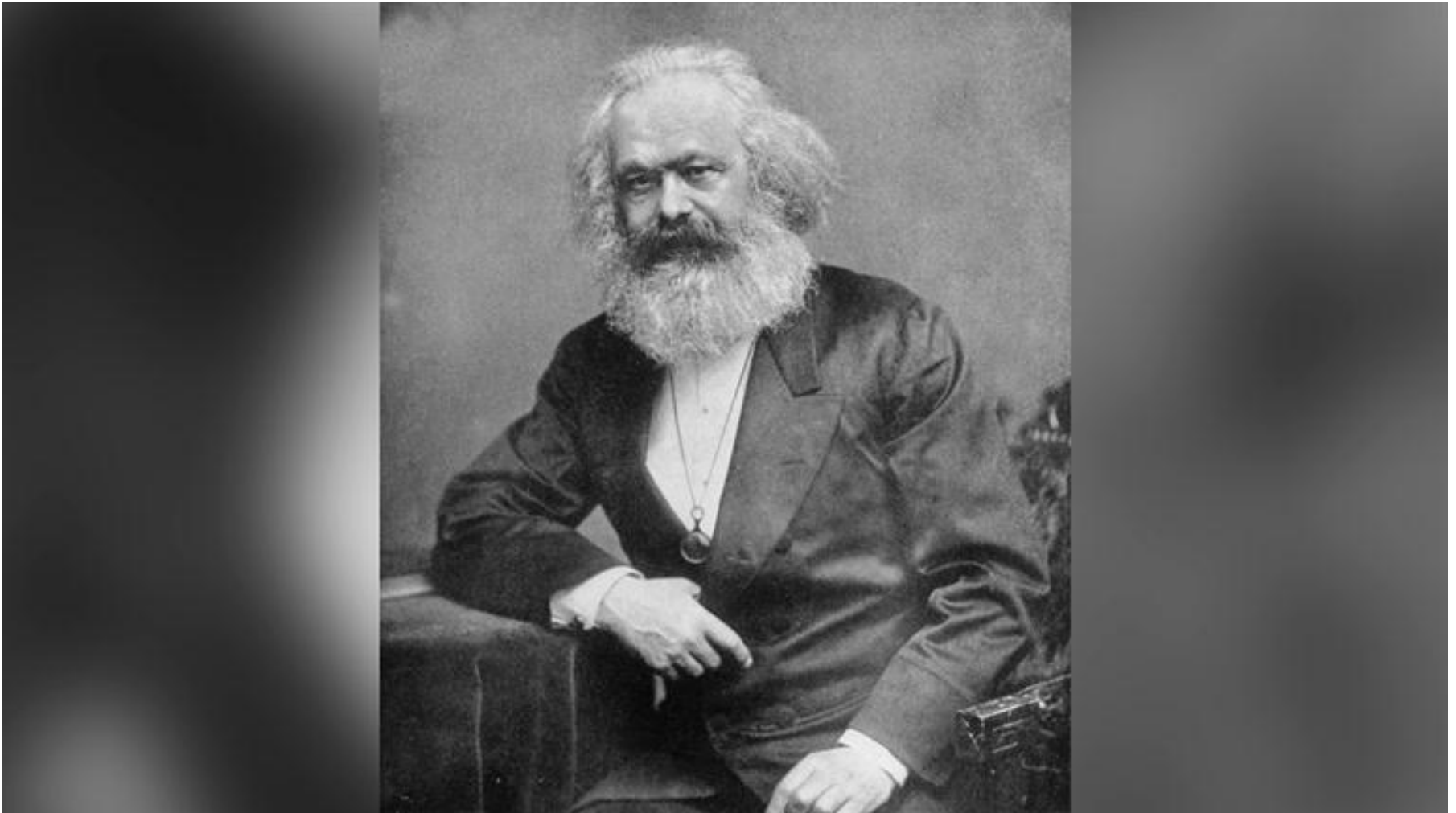


How does society shape our interactions?

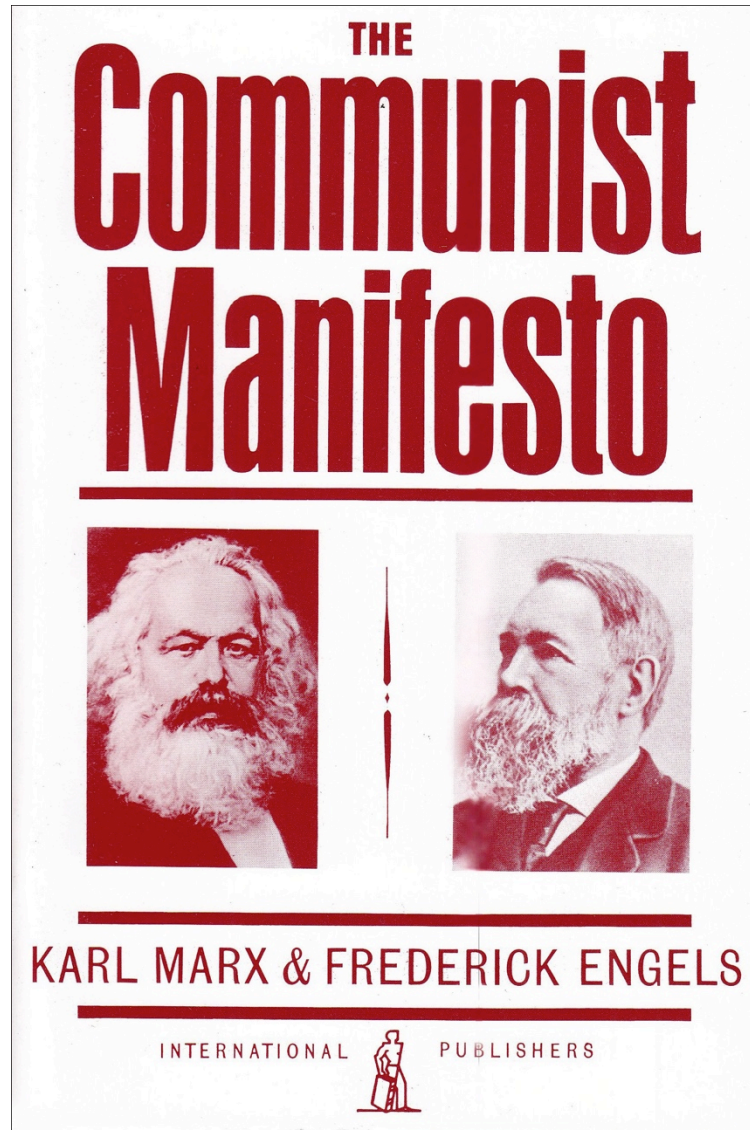
How is technology changing us?



Karl Marx (1818-1883)



Marx's (& Engels') Writing



Key Idea

“All history is the history of class struggle”

interactions *always* shaped by class

Marx in sociological theory

CONFLICT THEORY

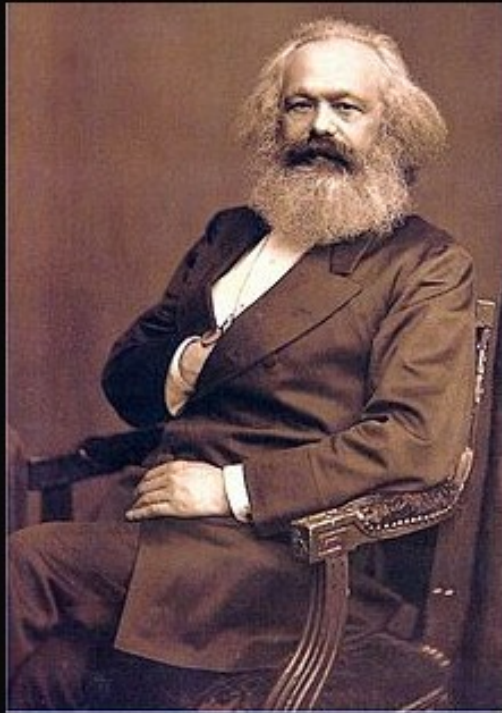
**Capitalist
Class**

**Maximize
profit;
reduce
labor
costs**



**Maximize
wages;
improve
working
conditions**

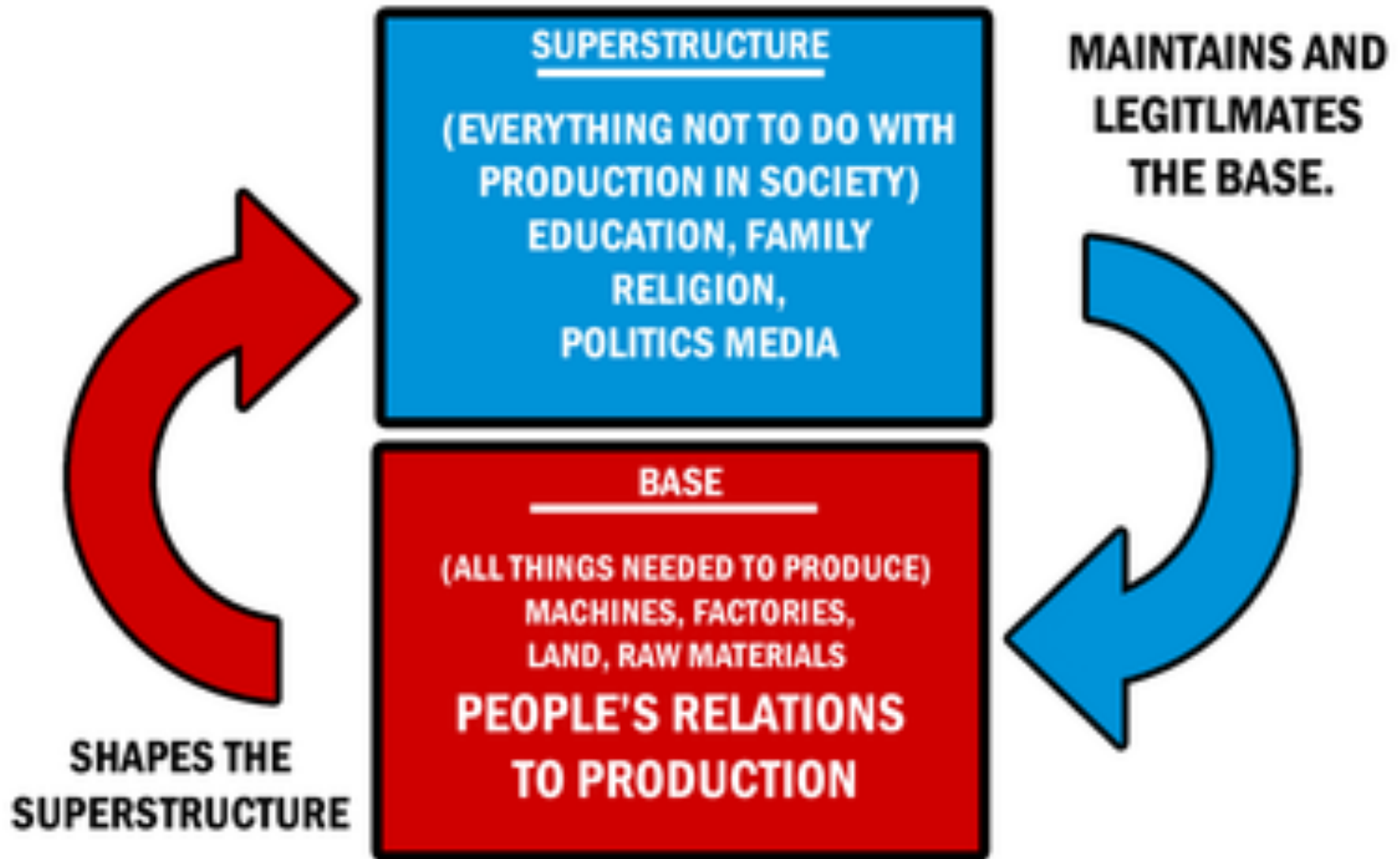
**Working
Class**



The ideas of the ruling class are in every epoch the ruling ideas, i.e., the class which is the ruling material force of society, is at the same time its ruling intellectual force.

(Karl Marx)

STRUCTURE OF HUMAN SOCIETY



Exercise

Have your **financial interests** ever shaped any of *your* interactions?

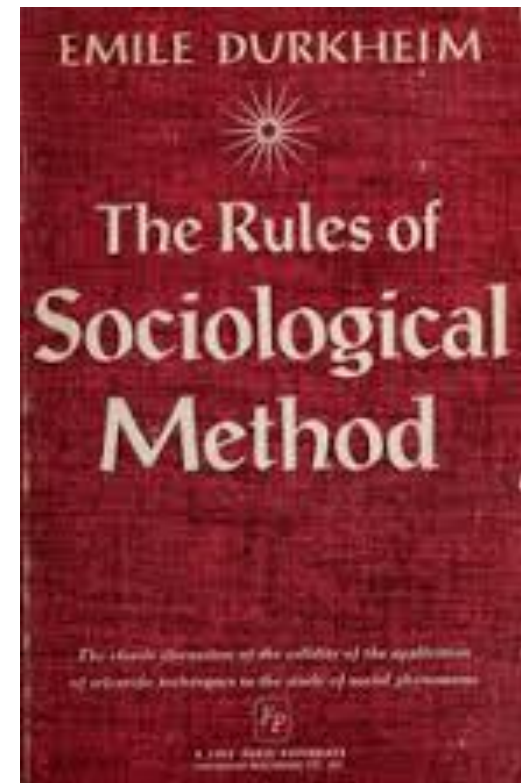
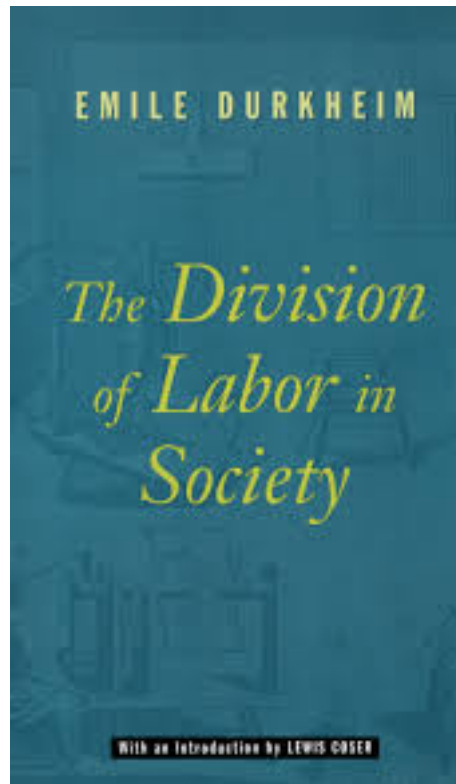
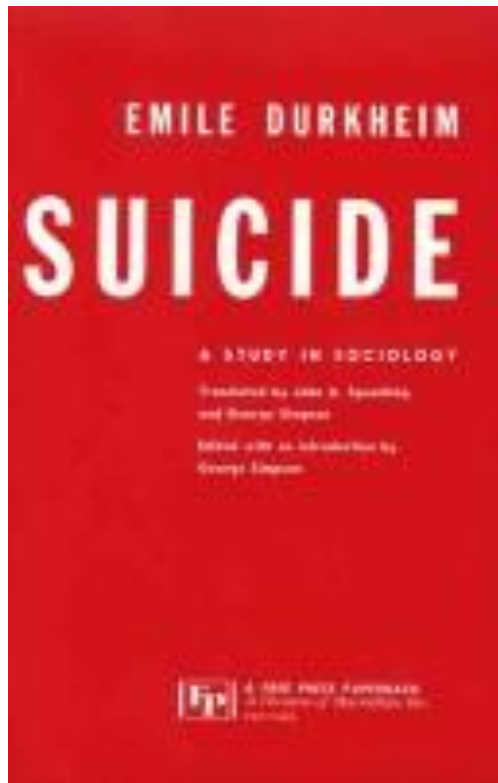


It's 4:30 am and I am at work.

Emile Durkheim (1858-1917)



Durkheim's Writing

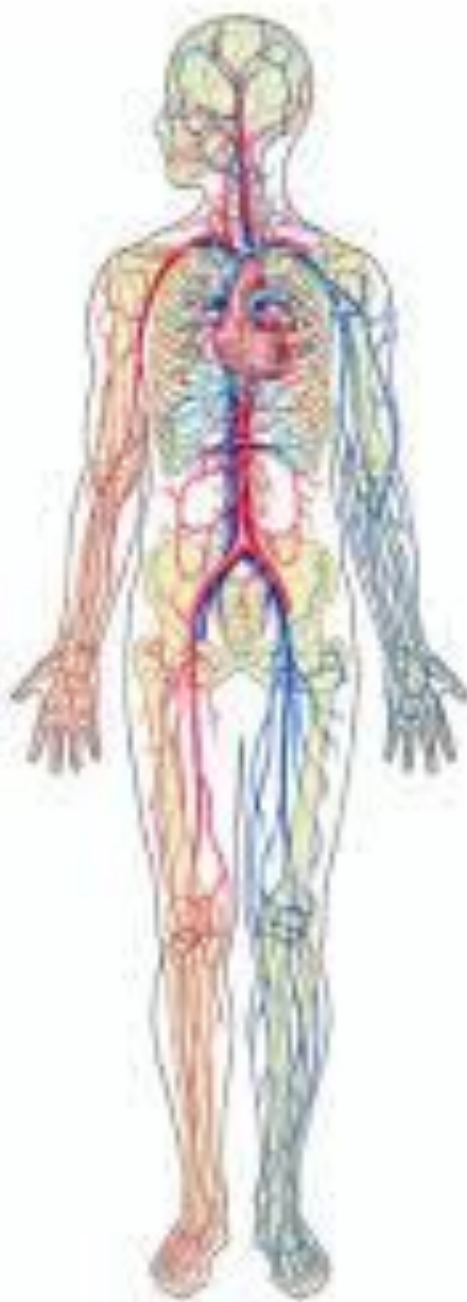


Key Idea

Society Seeks Stability

Like the human body, all parts of society work together for the good of the whole

In the same way that the skin holds the human body,so too do norms and values bind society together



Durkheim in Sociological Theory

Structural-Functional Perspective



Exercise

Has the **desire to go along with a system** ever shaped any of *your* interactions?



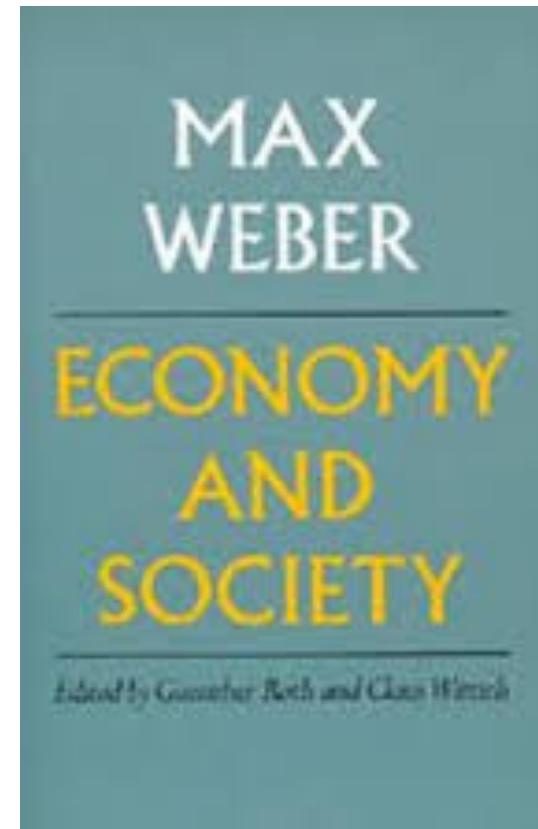
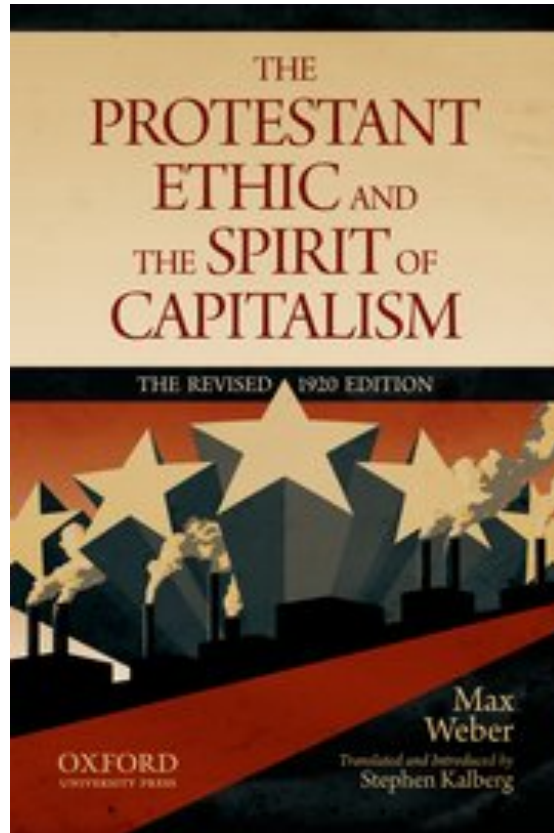
Exercise

Has the **desire to go along with a system** ever shaped any of *your* interactions?

Max Weber (1864-1920)



Weber's Writing



Weber



The fate of our times is characterized by rationalization and intellectualization and, above all, by the disenchantment of the world. Precisely the ultimate and most sublime values have retreated from public life either into the transcendental realm of mystic life or into the brotherliness of direct and personal human relations. It is not accidental that our greatest art is intimate and not monumental.

(Max Weber)

Key Idea

Rationality Principle

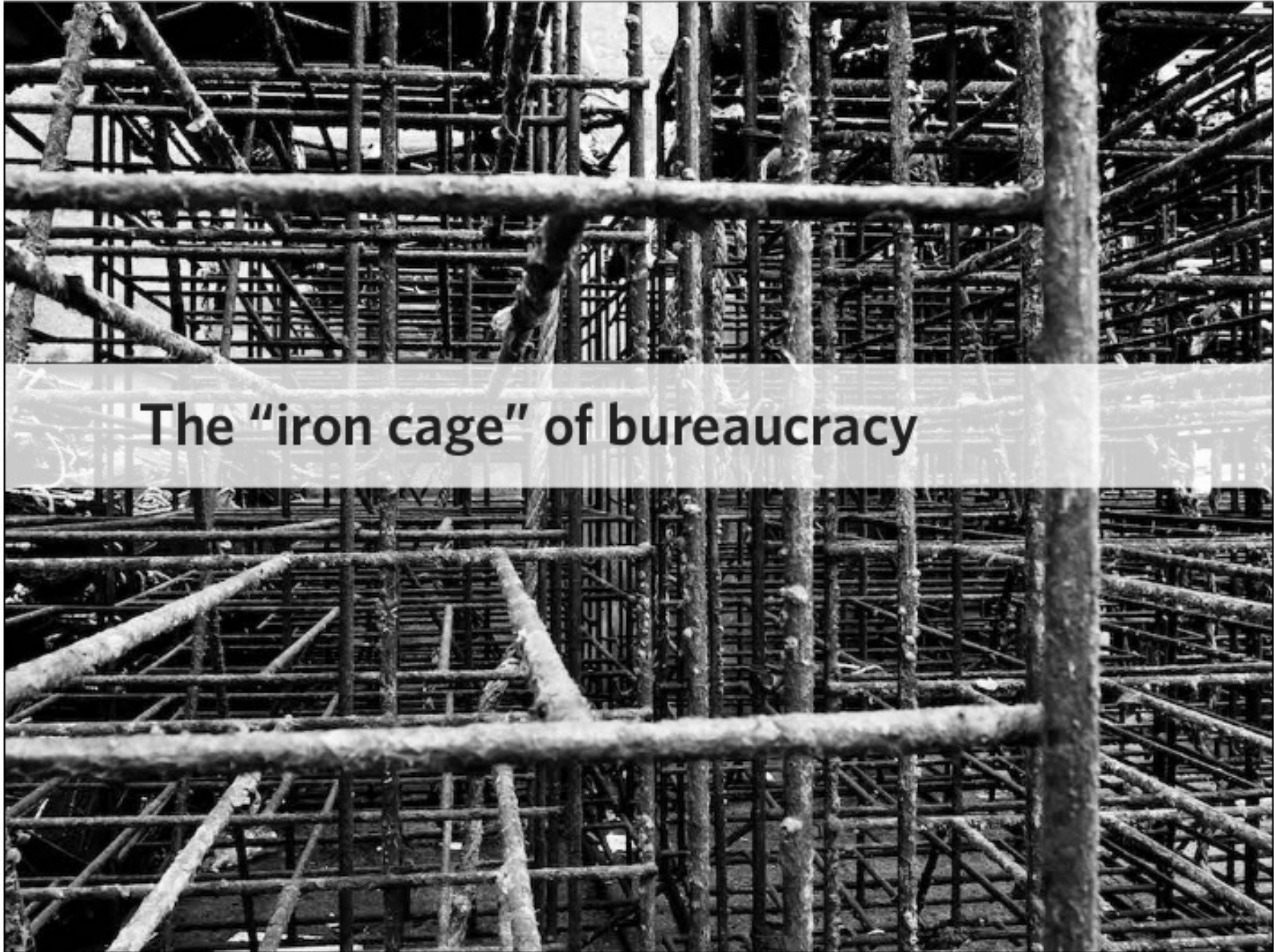
rules, efficiency & practical results



Yet, we are all trapped by modern society

“the disenchantment of the world”

**'rational logic' of bureaucracy blinds
us to the way we are trapped**



The "iron cage" of bureaucracy

George Ritzer: “McDonaldization”

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The McDonaldization of Society

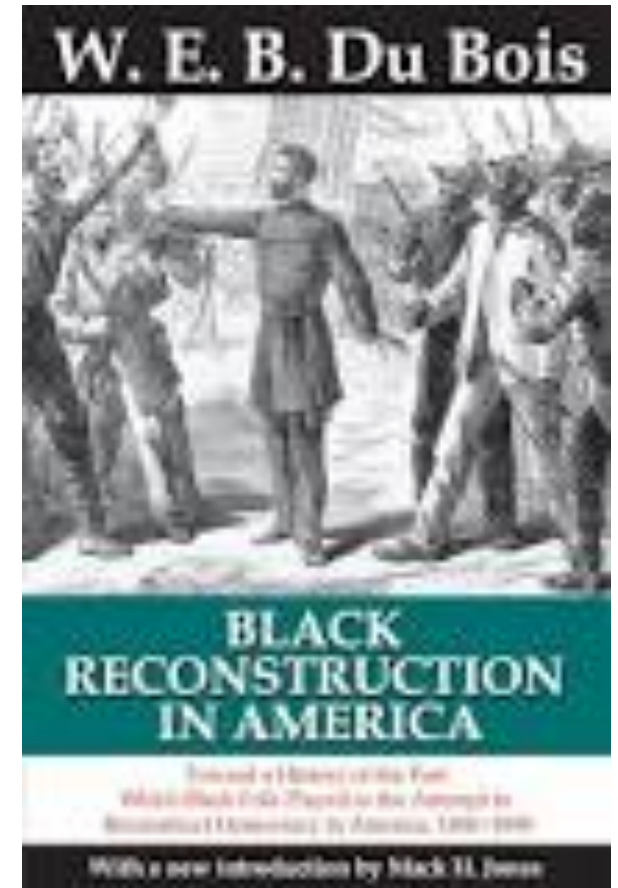
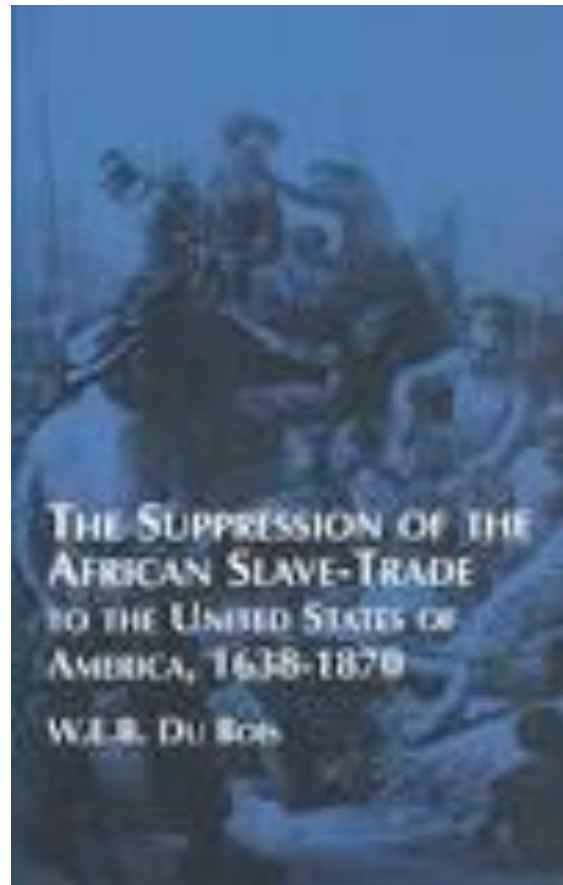
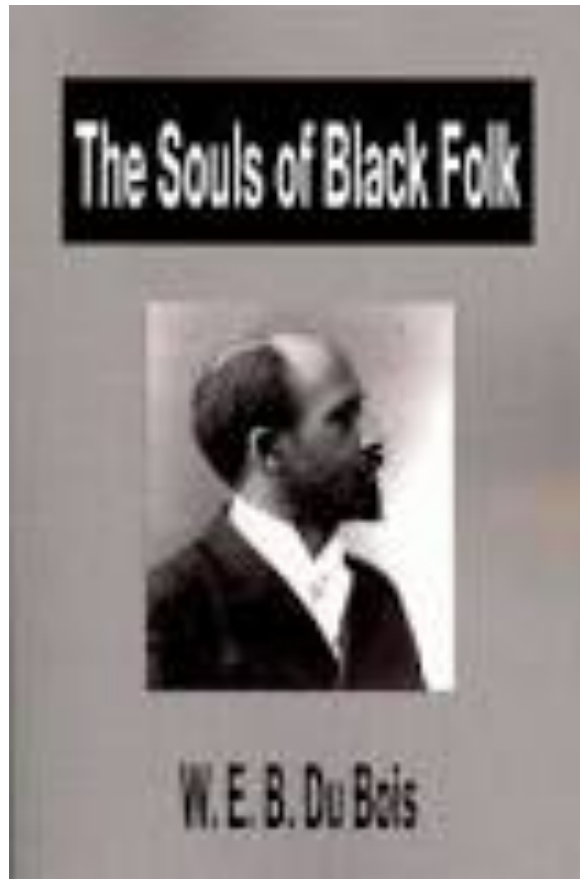
Exercise

Has **bureaucratic rationalization** ever shaped any of *your* interactions?

W.E.B. DuBois (1868 - 1963)



DuBois' Writing



Key Idea



It is a peculiar sensation, this double-consciousness, this sense of always looking at one's self through the eyes of others, of measuring one's soul by the tape of a world that looks on in amused contempt and pity.

(W. E. B. Du Bois)

izquotes.com

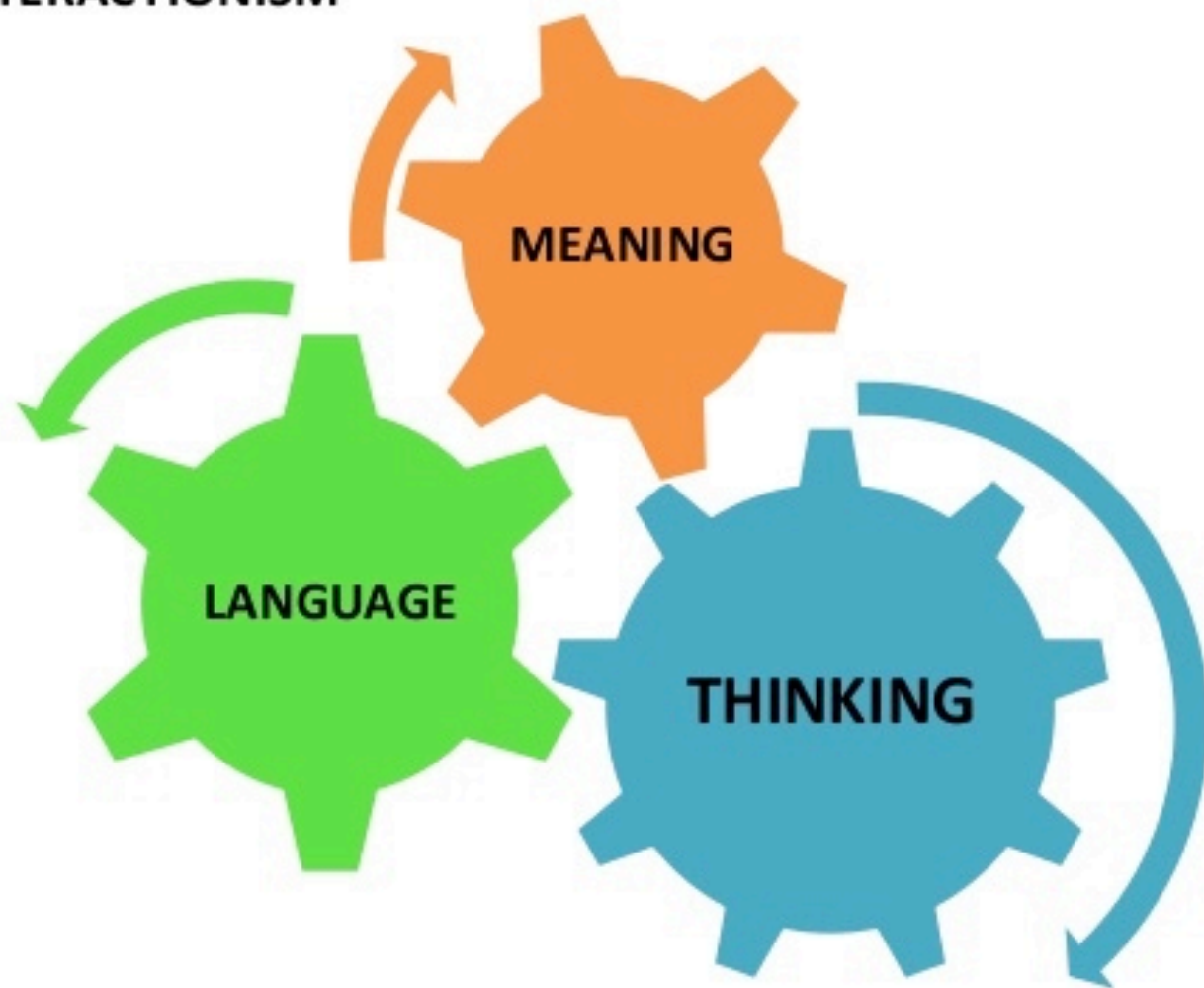
“double-consciousness”



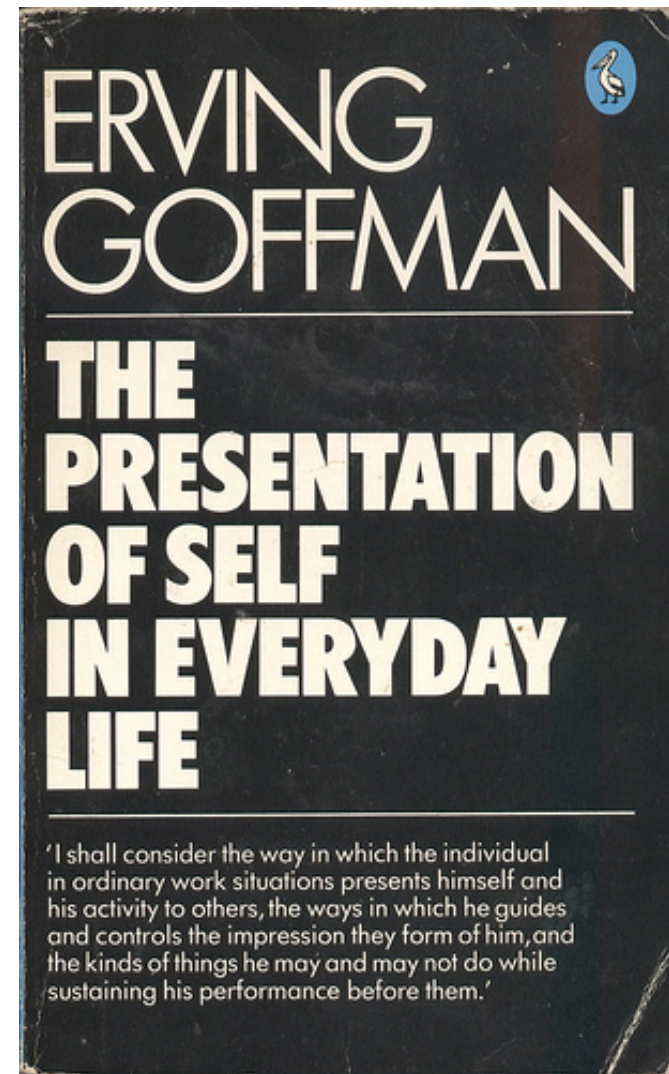
Exercise

Has **double-consciousness** ever shaped any of *your* interactions?

SYMBOLIC INTERACTIONISM



Erving Goffman (1922-1982)



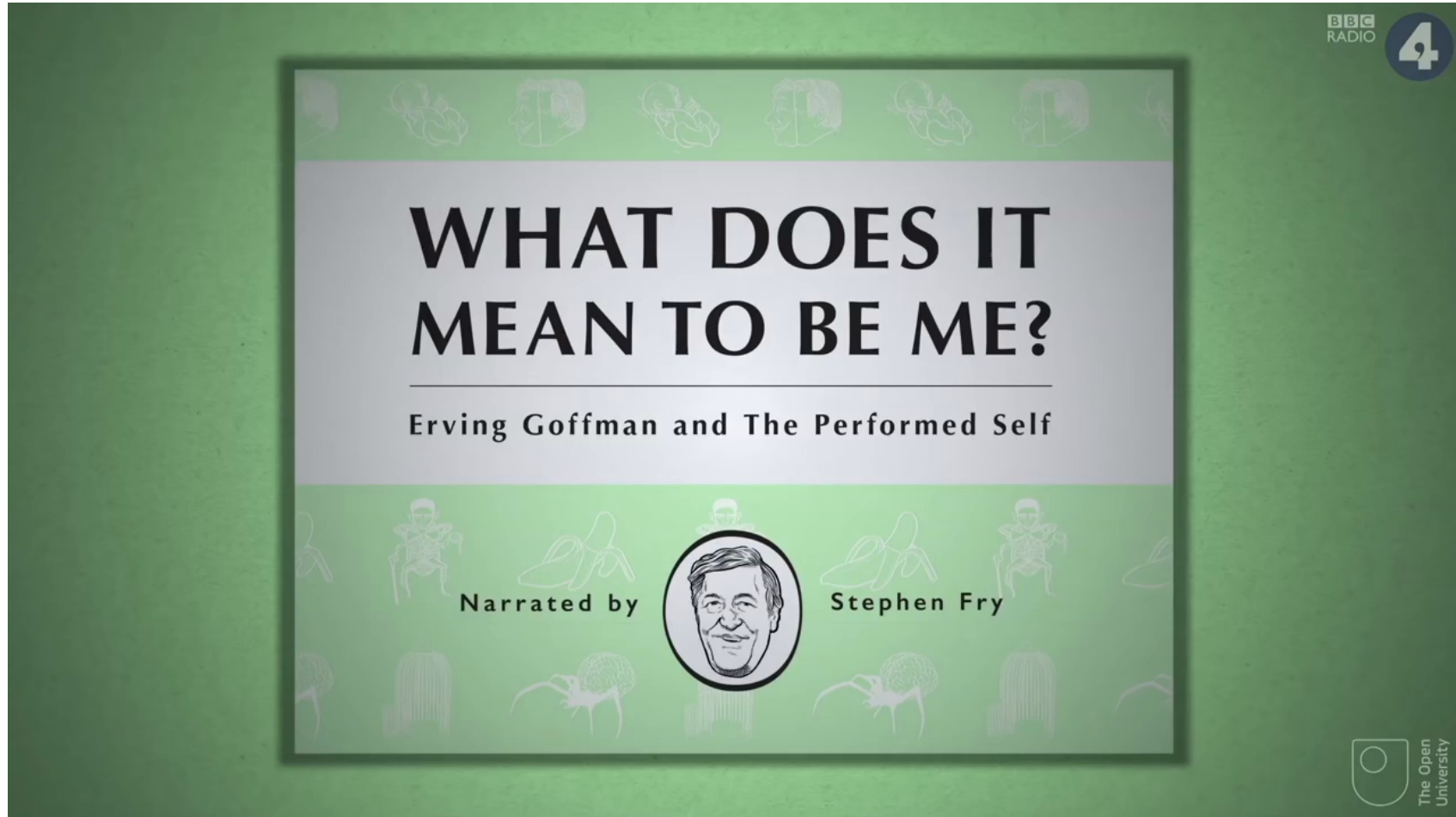
dramaturgy: we use “*impression management*” to present ourselves to others as we hope to be perceived. Each situation is a new scene, and individuals perform different roles depending on who is present.

Key Idea

There is no core inner self

the self is **only** who we are in society

The Performed Self



Exercise

Have ever **managed other people's impression** of *you* in an interaction?

How is technology changing the way we interact with each other?



How would a conflict theorist explain these changes?



How would each sociological theory explain these changes?



**What should you do before
next class?**

**DO IT
NOW**

1. Be sure you've **read** Ch.4 in your text and the article by danah boyd.
2. Complete all online **assignments**.
3. Print out the video worksheet for **“Digital Nation.”** Bring it with you to class Thursday.