

- (1) Norms (more)
 - (1.1) Formal Norms
 - (1.1.1) Written
 - (1.1.2) Legally enforced
 - (1.2) Informal Norms
 - (1.2.1) Understood
 - (1.2.2) Socially enforced
- (2) Norms and social control
 - (2.1) Social control
 - (2.1.1) Encourage conformity
 - (2.1.1.1) Direct or indirect
 - (2.1.1.2) formal or informal
 - (2.2) Positive and negative
 - (2.2.1) Conformity
 - (2.2.2) Nonconformity
 - (2.2.2.1) Guilt: internal
 - (2.2.2.2) Shame: public disapproval
- (3) Robin Williams (1970) – Key American Value List
 - (3.1) Equal opportunity
 - (3.2) Individual achievement and personal success
 - (3.3) Material comfort
 - (3.4) Activity and work
 - (3.5) Practicality and efficiency
 - (3.6) Progress
 - (3.7) Science
 - (3.8) Democracy and free enterprise
 - (3.9) Freedom
 - (3.10) Racism and group superiority
- (4) Cultural terminology
 - (4.1) Ideal versus Real Culture
 - (4.2) High versus Popular Culture
 - (4.3) Sub- versus Counter Culture
- (5) Cultural Diversity
 - (5.1) Multiculturalism
 - (5.1.1) Eurocentrism versus Afrocentrism
 - (5.1.2) Ethnocentrism versus Cultural Relativism
 - (5.2) Explanations:
 - (5.2.1) here-centrism: judged from the culture "here" (Europe/Africa)
 - (5.2.1.1) Euro = Europe
 - (5.2.1.2) Afro = Africa
 - (5.2.2) Ethnocentrism: from one's own ethnic point-of-view

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- (5.2.3) Cultural Relativism: trying to understand from another's ethnic point-of-view
- (6) Changes in Culture
 - (6.1) Invention
 - (6.1.1) Cultural lag = within a culture
 - (6.1.1.1) Not: third-world countries get cellphones later
 - (6.1.1.2) Is: cloning is possible, but we don't know how to feel about the ethics of it
 - (6.2) Discovery = when learning something new changes culture
 - (6.3) Diffusion = when things "leak over" from one culture to another
 - (7) Structural Functionalists
 - (7.1) Culture – Meeting human needs
 - (7.2) Cultural universals (George Murdock, 1945)
 - (7.2.1) The Family
 - (7.2.2) Funeral Rites
 - (7.2.3) Smiling and Humor
 - (7.2.4) Deviance
 - (8) Conflict Theorists
 - (8.1) Norms and Values
 - (8.1.1) Constructed by the elite
 - (8.1.2) Security of the elite
 - (8.1.3) Less powerful members – no choice
 - (9) Chapter Three
 - (9.1) Socialization; From infancy to Old Age
 - (9.1.1) Livelong process
 - (9.1.2) Learning culture
 - (9.1.3) Developing sense of self
 - (9.1.4) Becoming functioning member
 - (10) Sigmund Freud
 - (11) Freud's Ideas
 - (11.1) Bonding and Aggressive Drives
 - (11.1.1) Eros
 - (11.1.1.1) Life force/erotic/obsessive/unifying
 - (11.1.2) Thanatos
 - (11.1.2.1) destructive/aggressive/divisive
 - (11.1.3) Eros and Thanatos
 - (11.1.3.1) often both present in the same behavior
 - (12) Freud's Ideas
 - (12.1) Developing Personality
 - (12.1.1) The Id
 - (12.1.1.1) Basic Drives
 - (12.1.2) The Superego

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- (12.1.2.1) Internalized cultural values
- (12.1.3) The Ego
 - (12.1.3.1) Balances Id (physical pleasure) and Superego (morality)
- (12.2) Managed conflict
 - (12.2.1) Repression
 - (12.2.1.1) Cultural controls
 - (12.2.2) Sublimation
 - (12.2.2.1) Redirection
- (13) Critical Evaluation of Freud
 - (13.1) Studies reflect gender bias
 - (13.2) Sociologists note Freud's contributions
 - (13.2.1) Internalization of social norms
 - (13.2.2) Childhood experiences have lasting impact
- (14) Jean Piaget (1896-1980) – Cognitive Development
 - (14.1) Sensorimotor (0-2)
 - (14.2) Preoperational (2-7)
 - (14.2.1) Language
 - (14.2.2) Ideas and Reality
 - (14.2.3) Own vantage point
 - (14.3) Concrete Operational Stage (7-11)
 - (14.3.1) Causal Connections
 - (14.3.2) Logic
 - (14.4) Formal Operational Stage (12+)
 - (14.4.1) Abstract, Critical Thinking
 - (14.4.2) Ability to imagine alternatives to reality
- (15)