



CAN ANY INDIVIDUAL BE SUCCESSFUL SO LONG AS THEY WORK HARD ENOUGH?

POVERTY: 1959 TO 2010
 Numbers in millions, rates in percent

Year	Number in poverty (millions)	Poverty rate (percent)
1959	~40	~15
1965	~35	~13
1970	~35	~13
1975	~38	~13
1980	~40	~13
1985	~42	~13
1990	~40	~13
1995	~38	~13
2000	~38	~13
2005	~40	~13
2010	~42	~13

Source: U.S. Census Bureau

HARD WORK
 The best insurance policy for tomorrow is to make the most productive use of today.

SUSAN STRICKLAND

- Teacher
- Waitress
- Divorced Single Mother
 - Two children
- College Debt



Susan works very hard!
 But is she successful?

WILL SHE EVER BE AS SUCCESSFUL AS THIS MAN?

Who also works very hard...

...at hitting a ball with a stick.



WHAT IS SOCIOLOGY?

Study of Society

- Function
- Structure
- Interaction
- Change

What is the nature of the rules that we take for granted?



HOW IS THE PHENOMENON AFFECTED BY HOW SOCIETY IS STRUCTURED?

What are the rules, and what are they for?

<http://www.sociologyinfofocus.com/2014/12/01/what-to-take-from-your-sociology-class/>



THE SOCIOLOGICAL IMAGINATION

The first fruit of this imagination...is the idea that the individual can understand his own experience and gauge his own fate only by locating himself within his period, that he can know his own chances in life only by becoming aware of those of all individuals in his circumstances. In many way it is a terrible lesson; in many ways a magnificent one.

HOW IS WHAT'S HAPPENING TODAY A RESULT OF OR A RESPONSE TO WHAT HAPPENED IN THE PAST?

Where did the rules come from, and why?

WHAT CATEGORIES OF PEOPLE DOMINATE IN SOCIETY?

Who makes the rules and who must obey?
How is his being resisted?

SOCIOLOGY IS A WAY OF ANALYZING...



HOW COULD THINGS BE DIFFERENT?

How are the rules changing and how could they change?


What is the role of the sociologist in this process?

HOW DO WE KNOW?

What are the rules for understanding the rules?

SOCIOLOGY IS A SCIENTIFIC DISCIPLINE

- Scientific Method
- Quantitative
- Qualitative
- Theoretical



Killed by police during arrest, by circumstances
2012 SUPPLEMENTARY HOMICIDE REPORT, FBI

Category	Black	White	Hispanic
US Population	13%	63%	17%
All victims	31%	52%	12%
Not attacking when killed	29%	46%	12%
Not attacking when killed; not killed with rifle or shotgun	25%	44%	12%


Vox

- Predictability vs. Probability
- Causality vs. Corelation
- Objectivity
- Reactivity
 - Hawthorne Effect



Ethics

- Sociologists often study personal and intimate subjects
- What are the responsibilities of the researcher to the research subject?
 - Honesty
 - Safety
 - Confidentiality



IT HAS BEEN SAID THAT SOCIOLOGISTS
FIND THE MUNDANE IN THE AMAZING
AND THE AMAZING IN THE MUNDANE.

It is the goal of this course to get you to
think outside of the social box and to look
at things and think about things in ways you
have never before considered.
