

Study Questions, Week 4

- (1) What is meant by the term *social change*? Identify several examples of social change in U.S. history.
- (2) What does George Ritzer mean by *McDonaldization*? How do fast food restaurants introduce *efficiency* into eating a meal? Where else do we see efficiency introduced into our ordinary activities in the same way?
- (3) What are the products of McDonalds-type efficiency in terms of social organization? What are some of the negative consequences of McDonaldization?
- (4) What is the difference between *interpreting* an action and *reacting* to an action? What role do *norms* and *values* play in the way we interpret actions?
- (5) Schaefer says "an important aspect of the process of social change involves redefining or reconstructing social reality" (p. 105).
- (6) How does *social action* affect social change? What role does *negotiation* play in this process?
- (7) Explain the *theories* of social change developed by Durkheim, Tonnies and Lenski. What are the primary *concepts* in each theory? How are the concepts related?
- (8) What is a *social movement*? Do social movements always lead to social change?
- (9) Explain *how* social movements provoke social change. That is, what are the processes that create social change, according to different social movement theories (e.g. relative deprivation, resource mobilization, feminism, new social movements)?
- (10) Using the *environmental movement* as an example, explain the differences between the way *functionalists* and *conflict theorists* understand social movements and processes of social change.