

SOCI 101
INTRODUCTION TO
SOCIOLOGY

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[WWW.MORRISVILLE.EDU/SOCIOLOGY](http://www.morrisville.edu/sociology)

F. Social Groups 社会团体
 Shèhuì tuántǐ

1. A group is defined as 识别
 Shíbié

相互作用 **Two or more people who identify with one another and**
 Xiānghù zuòyòng **who interact with intent or purpose** 目的
 Mùdì

A group is NOT a "crowd" (no identity) or a "category" (people with a similar status but no interaction – "women" or "Catholics")

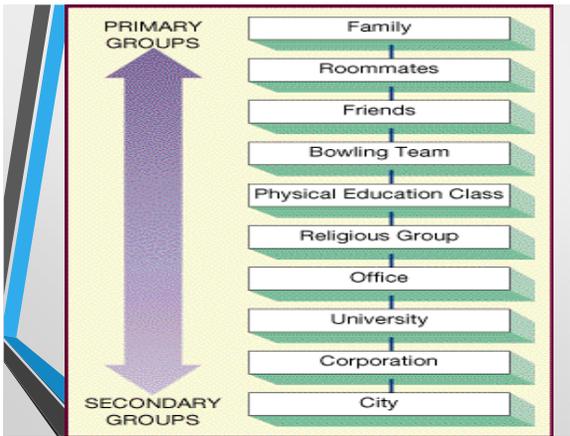
主组 **a. Primary Groups are:**
 Zhǔ zǔ **Small, personal and long lasting;**
 Ex: close friends and family

Primary groups offer SECURITY. 安全
 Ānquán

次要组 **b. Secondary groups are:**
 Cì yào zǔ **Large in membership, impersonal and temporary;**
 Ex: a classroom, professional meeting, or the corporate workplace

They are not as important as primary groups and have weak emotional ties between persons -- But there is a **STRENGTH** in weak ties -- "it's who you know, not what..."

Secondary groups build SOCIAL CAPITAL.
 Shèhuì zīběn
 Shèhuì zīběn



参考组
Cānkāo zǔ

Reference groups help us evaluate ourselves and form **identities**. In-groups and out-groups **divide** people into “we” and “they.” Social networks **extend our contacts** and let us form links to many other people.



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2. Network Theory

- or - **'Six Degrees of Separation'**

Through a chain of just five or six people, **anyone in the world can be linked to anyone else.**

a. Social Network Analysis (SNA) or “Social Network Theory” more generally, is an area of sociological study emerging in the 1970s (long before Facebook, LinkedIn and MySpace existed).

What is the value of social network analysis?

- **the new media** is now driven by social networking;
- **careers** might emerge as a result of social networking;
- **neighborhood** groups are an example of social networking;
- **terrorist networks** can be tracked and better understood through SNA.

The Internet is both a technical network and a social network.

社交网络
Shèjiāo wǎngluò

六度分离
Liù dù fēn lí

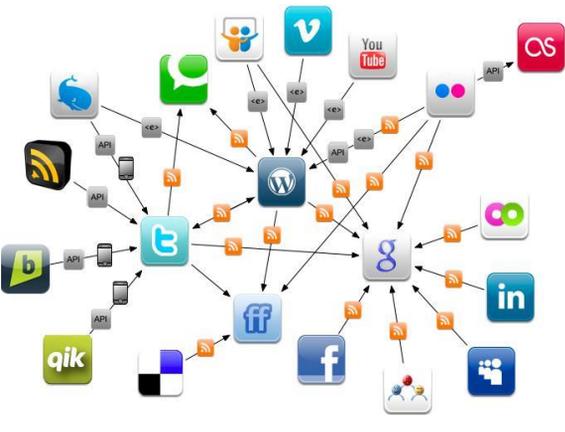
社交媒体
Shèjiāo méitiǎn

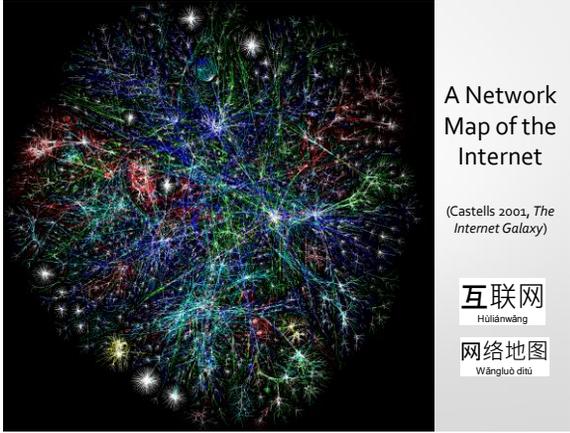
职业
Zhíyè

邻里
Lín lǐ

恐怖分子
Kǒngbù fēn zǐ

互联网
Huàliánwǎng





F. Social Groups

b. Metcalfe's Law: As you add members to a "perfect" social network (where everyone knows everyone else one), it's value to each member grows exponentially.

Two people (one relationship) 二

Three people (three relationships) 三

Four people (six relationships) 四

五 Five people (ten relationships)

六 Six people (fifteen relationships)

七 Seven people (twenty-one relationships)

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c. Sociograms

i. "Sociograms" are social network diagrams.
They consist of these symbols:

● = node (one person) | = weak link | = strong link

ii. A group of **2** is a **dyad**; **3** is a **triad**. Additional people add to the strength of networks exponentially (Metcalfe's Law). A person to which many people are connected is known as a **hub**.

iii. In-groups, Out-groups and Reference-Groups can be mapped by sociograms, discovering connections and patterns of associations between people (the shape of the "social web") in a highly visual way.
