

Sociology: Study of Human Behavior

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Abstract: *Illustrate the ways society and culture can be studied at different levels of analysis, from the detailed study of face-to-face interactions to the examination of large-scale historical processes affecting entire civilizations. It is common to differentiate these levels of analysis into different gradations based on the scale of interaction involved. Sociologists break the study of society into four separate levels of analysis that are micro, meso, macro, and global. The basic distinction, however, is between micro-sociology and macro-sociology. We provide a comprehensive focused discussion of the long-term evolution of time budgets in a range of European, north-American and pacific democracies, summarizing arguments about the changing balances between work and leisure as well as paid and unpaid work. Collected evidence from 16 different countries drawn from the day-diaries included in the multinational time use study to describe trends in paid and unpaid work over five decades. We demonstrate: (1) the historical constancy and cross-national similarity in the total of paid and unpaid work time; (2) a gender difference in work patterns and the emergence of the phenomenon of iso-work; and (3) a reversal in the human capital-related work-leisure gradient, which we associate with a relative decline in "industriousness" in the paid work of early 21st century societies.*

Keywords: *time use; diaries; work; leisure; cross-national comparative analysis*

INTRODUCTION

Sociology is that the study of social life, social change, and the social causes and consequences of human behavior. Sociologists investigate the structure of groups, organizations, and societies, and the way people interact within these contexts. Since all human behavior is social, the topic matter of sociology ranges from the intimate family to the hostile mob; from organized crime to religious cults; from the divisions of race, gender and class to the shared beliefs of a common culture; and from the sociology of work to the sociology of sports. In fact, few fields have such broad scope and relevance for research, theory, and application of information.

Sociology provides several distinctive views on the world, generating new ideas, concepts and critiquing the old. The field also offers a wide range of research techniques which will be applied to virtually any aspect of social life: street crime and delinquency, corporate downsizing, how people express emotions, welfare or education reform, how families differ and flourish, or problems of peace and war. Because sociology addresses the most challenging issues of our time, it is a vitally expanding field whose potential is increasingly tapped by those who craft policies and create programs. Sociologists understand social inequality, patterns of behavior, forces for social change and resistance, and how social systems work.

The global marketplace today is characterized by profound social, economic, and technological changes. Change is ubiquitous and pervasive, and innovation facilitates the process of adaptation to many of these changes. Consequently, innovation plays a role in nurturing the economy, in

enhancing and sustaining the high performance of firms, in building industrial competitiveness, in improving the standard of living, and in creating a better quality of life. Researchers in many field of study--sociology, engineering, economics, marketing and psychology--have been preoccupied with innovation research, not only because innovation is one of the key means of adapting to change, but also because of the mystique associated with both the creation and the adoption of something new. This fascination with innovation has resulted in a proliferation of innovation studies and theories. One might assume that because all innovation research addresses this 'newness' issue, studies from different fields can be easily cross referenced. However, researchers within each discipline conceptualize innovation differently, and have quite different views of its impact on an industry or a firm's productivity, survival, growth, and performance. Thus, the theoretical and practical value of research from one field is not entirely clear for another because of differences in research focus and variations in the way innovation is defined

LITERATURE REVIEW

This literature presents a method for integrating visual representations of social and cultural realities into sociological analysis. It unites strategies of documentary photography with those of grounded theory based field research and demonstrates the consonant interactionist and interrogatory stance of the visual sociologist[1] This paper describes the origins and development of the sociology of health and illness in Britain and shows that these were rooted in practical concerns, rather than deriving from sociology theory or general sociology[2] This paper review about the extant innovation research from three fields economics, organizational sociology and technology management--in order to find points at which the fields' approaches and assumptions overlap. By comparing research ways and approaches along 3 dimensions, stage of adoption, level of study, and type of innovation, it is found that studies from the three fields can be re-mapped into 5 more specific groups.[3] This paper provides a review of research and debate in the held of chronic illness, and then goes on to use recent empirical studies of chronic illness to illustrate to the main stages involved. These include: onset and therefore the issues of explanation and legitimation, the impact of treatment, and the development of adaptive responses. An attempt is made to distinguish the use of the terms 'copmg'. 'Strategy' and 'style' in describing adaptation. The paper argues that a sociological approach needs to recognize the positive actions individual takes, as well as the problems they face. In this way. diversity iti managing chrome illness, and the continuing need for a person-baseti appraoeh to sociological work, are underlined[4] The purpose of this paper is to introduce and illustrate the insights of the sociology of worth as advanced by sociologist Luc Boltanski and his collaborator economist/statistician Laurent The'venot in their works, including their path-breaking book De la justification published in 1991.[5] A primary goal of this paper was to assess how specialization, a defining characteristic of modern science shapes sociologists' collaboration styles. Results from our latent profile analysis suggest that the areas and extent of specialization pursued by researchers informs collaboration strategies.[6] The paper provides an overview and assessment of an emerging literature on the psychology and behavioural economics of poverty. We particularly highlight society problems like poverty experiences, role of neighborhoods, poverty dynamics and transmission, child poverty and disability and personal finance. In addition we consider psychology and policy responses by seeing and autonomy and empowerment, and poverty reduction programs. Our central thesis is that the elaborated information of individual experiences, cognitions and social factors in psychology and related social science complements the traditional economic emphasis on structural factors and policy

instruments in a way that is exemplified by emerging work in behavioural economics.[7] This literature provide us with facts and figures about health care education and diseases with the help of some flowcharts, graphs and plots [8] This chapter examines the allocation of time from a welfare state perspective, and asks whether the ordinary welfare regime models are appropriate for the understanding of diversity in everyday life between European countries. The study investigates the time-allocation of the working-age population in Sweden, Denmark, France, and Italy and explains the variation as a function of socio-economic characteristics and of differential policy constraints. Family obligations are still more important in southern and middle-European countries than in Scandinavian countries, and therefore, contribute to women's working-life and family-life dilemma.[9] This literature presents evidence suggesting that men's and women's total work in a large group of rich countries doesn't differ considerably and have dubbed this apparent phenomenon "iso-work." This phenomenon has been hinted at but glossed over by a few sociologists but does not appear to have entered into the conventional wisdom held by economists, sociologists or the public. It could be important for modeling in a variety of areas of economics, and we have attempted to explore one of the many potential explanations for it, namely the idea of social norms. Whether that explanation is the best one is unclear; but the difficulty accounting for the results with conventional, neoclassical economic theory is suggestive of the value of models with social interactions. Our exploration sheds light on what might be required to explain the apparent iso-work phenomenon. [10].

RESULT

On reading different kinds of literature we are able to define the result as we arrived at a number a number of general trends or predictions, some of which are summarized in Figure 1. In particular we focused: (a) on a shift of rather basic production activities out of the sphere of exchange in to that of reciprocity (as they become mechanized and the equipment that supports them become cheap enough to be owned by private households); and (b) on the shift of some of the more play-like activities into the sphere of exchange (as the ever more technically complex nature of production requires more embodied capital—knowledge—relative to physical capital). The unpaid industrious activities undertaken within the household yield a range of indirect advantages (we mentioned health and psychological balance, and we could also have referred to their function of communicating love and cohesion within households). The paid exploit in the exchange sphere is, if not necessarily always directly pleasurable, still quite generally considered as a central life interest to those lucky enough to have jobs in this category. It is not clear why we might necessarily expect, or even want, either sort of activity to diminish or disappear.

CONCLUSION

We started with two key conceptual contrasts: first between exploit and industry, respectively play-like and dutiful, both necessary for the society at large, both intrinsically rewarding (though in very different ways) for the individual worker; and then between paid and unpaid work (respectively with and without extrinsic reward), the former undertaken purposively in exchange for money, the latter as part of a scheme of reciprocal duties and obligations, often unconsidered, and undertaken as a matter of habit. And then we considered a wide range of processes that change the quantitative (time budgetary) balance between exploit and industry, their location in the spheres of exchange and reciprocity, and their distribution between different people. Study of

different theories of technical change, public regulation, and sentiments about whether, and if so how highly, some particular activities should be extrinsically rewarded. We also discussed issues of fairness, as between men and women, and the implications that these might have on changing the distribution of activities.

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