**Chapter 4: Socialization: Becoming Human and Humane  
This American Life**

**Recommended Readings**

Juliet Schor, Born to Buy: The Commercialized Child and the New Consumer Culture

Schor examines the influence of the consumer society on children and how they are targeted to become desiring spenders.

Ben Bagdikian, The New Media MonopolyThis book details what happens when corporations own most of the mass media and the ways that the change from multiple media owners to a few corporate owners influences us as individuals.

Roberta M. Berns, Child, Family, School, Community: Socialization and Support   
In this book, Berns explores the additive effects that multiple institutions have on the socialization of young children. She uses an ecological model (similar to the Our Social World model) to explain the effects that family, school, and community have on children.

Sucheng Chan, Chinese American Transnationalism: The Flow of People, Resources and Ideas between China and America during the Exclusion Era In this book, Chan details the experiences of Chinese immigrants living in the United States during the exclusion era and the ways that they maintained their Chinese and American identities through their economic and political connections with China.

Alicia F. Lieberman, The Emotional Life of the ToddlerLieberman's book focuses on the emotional development of children loosely using Erikson's stages as a framework.

J.I. Simmons, It's Happening: A Portrait of the Youth Scene TodayThis classic book focuses on youth culture in the 1960s and the factors that led to the socialization of teens into the hippy culture

Sarah Chase, *Perfectly Prep: Gender Extremes at a New England Prep School*

Chase describes her findings from an ethnography she conducted living in a New England boarding school in this book. She discusses gender differences that emerge and the role social class privilege plays in the distinct cultures and social learning processes that emerge in this context.

Alyssa Quart, *Branded: The Buying and Selling of Teenagers*

Quart provides a detailed analysis of the relationship between marketing and American teens. Quart argues that many of the white, female tweens and teens she studies in the book use money and products to construct their identity.

Gerald Handel, Spencer Cahill, Frederick Elkin. *Children and Society: The Sociology of Children and Childhood Socialization*

This book presents a comprehensive sociological portrayal of children and childhood from birth to the beginning of adolescence. A major theme is the tension between children's active agency and the socializing influences of the family, school, peer groups, and mass media. The book incorporates the most recent research and theories of childhood socialization. Its theoretical perspective is primarily symbolic interactionism and features research that documents cultural variations within American society shaped by social class, race and ethnicity, and gender.

Patricia and Peter Adler. *Peer Power: Preadolescent Culture and Identity*. Using eight years of observation research, sociologists discuss the role of peer groups and family as they relate to popularity, social isolation, bullying, and boy-girl relationships.