Our Social World Condensed 4th edition

Learning Objectives

**LEARNING OBJECTIVES – Chapter 5**

5.1 Demonstrate the impact social networks can have on the lives of individuals.

**Video Link:** [Social Media changes Your Mind](https://www.youtube.com/watch?v=HffWFd_6bJ0)

*This video explains how social media effects your brain.*

1. Is social media an addiction?
2. Are heavy media users able to multi-task better than those who are not heavy media users?

**Audio Link:** [Human Spectacle](http://www.thisamericanlife.org/radio-archives/episode/529/human-spectacle)

*This video explores human nature when people believe they are being watched, constantly.*

1. How do reality shows affect people’s behavior?
2. Do people behave differently when they know they are being watched?

**Web Resource:** [Social Media’s Impact on Society](http://www.business2community.com/social-media/impact-social-media-truly-society-0974685)

*This document helps to explain the broad-based impact social media has on society.*

1. Why do politicians use social media?
2. Explain two negative effects of social media.

5.2 Provide examples of how verbal and nonverbal interaction guides our behavior.

**Video Link:** [Verbal versus Non-verbal Communication](https://www.youtube.com/watch?v=I9i5_xwRE_U)

*This video explains the distinction between verbal and non-verbal as well as oral and non-oral communication.*

1. What is the difference between verbal and non-verbal communication?
2. What is the difference between oral and non-oral communication?

**Audio Link:** [The Radio Drama Episode](http://www.thisamericanlife.org/radio-archives/episode/528/the-radio-drama-episode)

*This audio takes what would normally be a stage performance and transforms it into an audio performance.*

1. Is it possible to perform, orally, the same as what is typically conveyed visually?
2. How does the venue of a performance affect the audience’s reception of it?

**Web Resource:** [Verbal vs. Non-verbal Communication](http://www.thesocialmojo.com/post/26051346786/verbal-vs-non-verbal-communication)

*This source explains the importance of non-verbal communication in relation to verbal communication.*

1. What make a good communicator?
2. Does nonverbal communication come naturally or is it a skill?

5.3 Describe the needs primary and secondary groups meet for members of society and the overall society.

**Video Link:** [Social Groups](https://www.youtube.com/watch?v=s3jJrk685Rc)

*This video exemplifies the need for human interaction.*

1. Explain two elements of human interaction.
2. What is the definition of a group?

**Audio Link:** [Got Your Back](http://www.thisamericanlife.org/radio-archives/episode/531/got-your-back)

*This audio highlights the benefits of social interaction and social connections.*

1. What difference does it make to know that someone is on your side?
2. Why do you think social interactions are important?

**Web Resource:** [Types of Social Groups](http://study.com/academy/lesson/types-of-social-groups-primary-secondary-and-reference-groups.html)

*This source provides information related to different types of social groups.*

1. What are social groups?
2. What is the difference between primary and secondary groups?

5.4 Show how the characteristics of bureaucracy apply to formal organizations.

**Video Link:** [Characteristics of an ideal bureaucracy](https://www.youtube.com/watch?v=2BIFnNT69yU)

*This video provides an overview of the five main characteristics of an ideal bureaucracy.*

1. What are the downsides of the division of labor?
2. What are the five main characteristics of an ideal bureaucracy?

**Audio Link:** [Tarred and Feathered](http://www.thisamericanlife.org/radio-archives/episode/522/tarred-and-feathered)

*This audio helps to highlight the public shaming that still takes place throughout society.*

1. How was it possible for someone, in the past decade, to be tarred and feathered?
2. What happens to victims of public shaming in the greater scheme of social interaction?

**Web Resource:** [Bureaucratic Form](http://www.bustingbureaucracy.com/excerpts/weber.htm)

*This source details Max Weber’s six major principles of the bureaucratic form.*

1. Explain two of Weber’s principles of bureaucracy.
2. Why is the description of the bureaucratic form important?

5.5 Explain why networking with people from different cultures has become increasingly important.

**Video Link:** [Cross Cultural Communication](https://www.youtube.com/watch?v=BrJTf97Ev8o)

*This video helps to exemplify the fact that as our world becomes increasingly interconnected, people increasingly encounter problems when communicating with people from other cultures.*

1. Provide one example of cultural stereotyping shown in the video.
2. Explain why there is a cultural issue with communication between the people in the video.

**Audio Link:** [No Place like Home](http://www.thisamericanlife.org/radio-archives/episode/520/no-place-like-home)

*This audio helps to highlight the importance of culture within our society.*

1. Explain how it is possible that the criticism of the Caminata Noctura comes from a lack of cultural understanding.
2. Explain why staffing people with American accents in Mexico is a form of stereotyping.

**Web Resource:** [Collaborating across Cultures](http://hbswk.hbs.edu/item/6687.html)

*This article helps to explain the importance of sharing cultural understanding.*

1. Why is it important to work with people from other cultures?
2. Explain “cultural metacognition.”