Society
The Basics

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This book is offered to teachers of sociology in the hope that it will help our students understand their place in today's society and in tomorrow's world.

John J. Macionis

Society
The Basics

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Kenyon College

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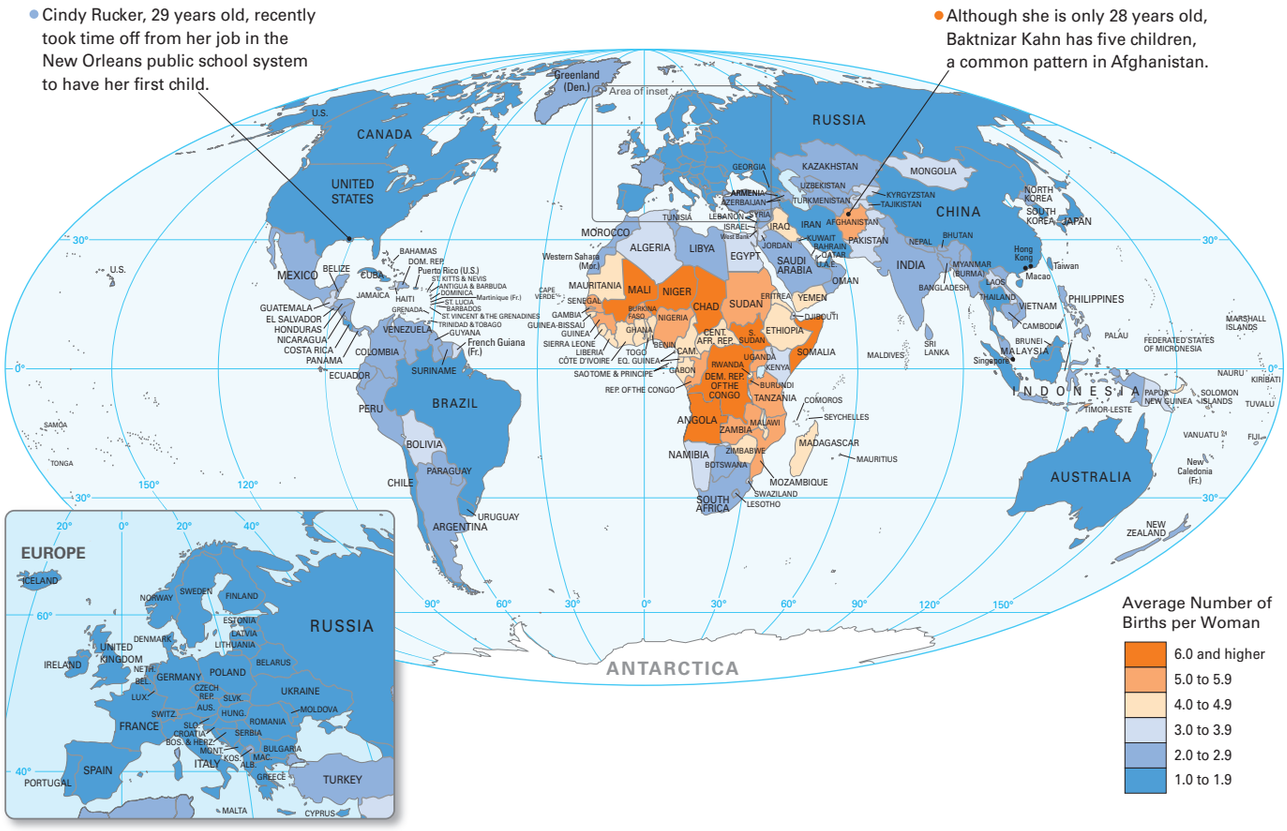

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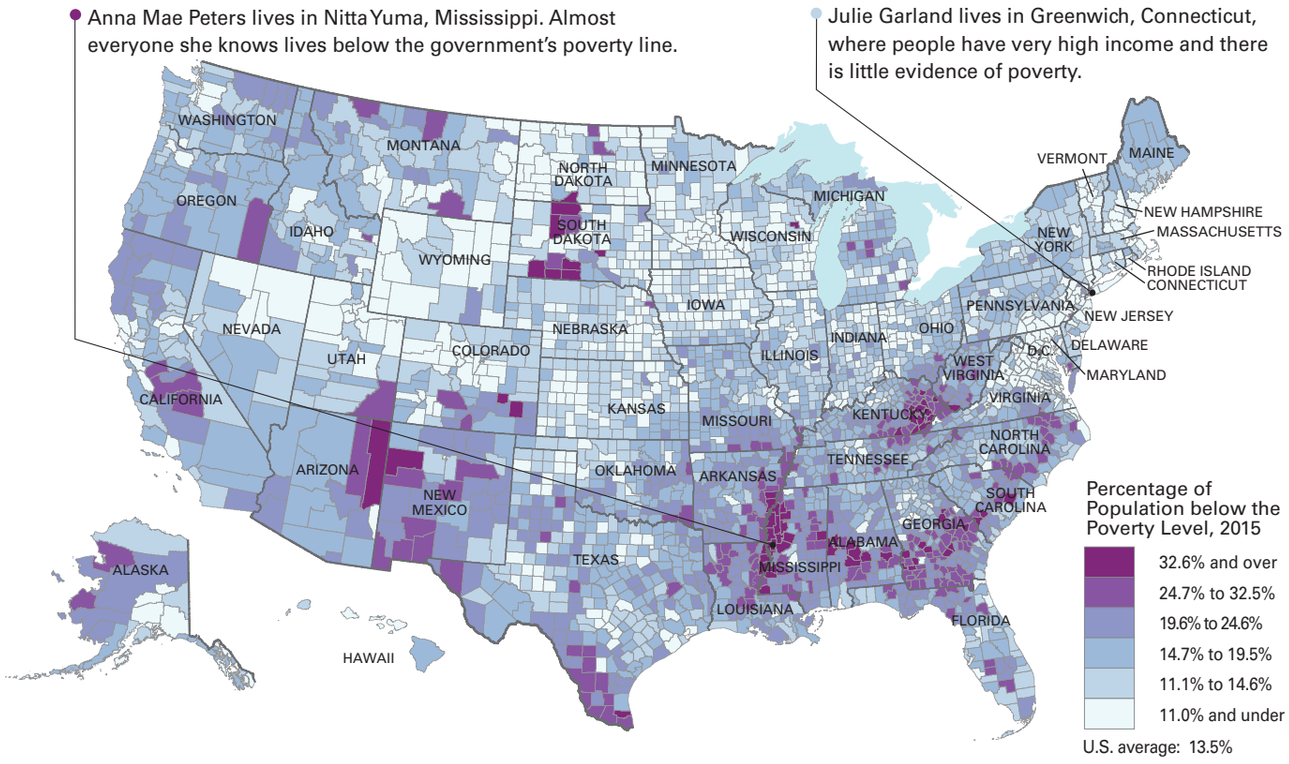

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Preface

Wow, what a difference a couple of years make. Never before in my lifetime (and I have been around the block more times than I care to admit) has there been so much debate and outright disagreement about the state of our society. People are lining up on one side or another regarding immigration, climate change, jobs, the role of government, health care, terrorism, threats to democracy, reproductive rights, and the high cost of higher education.

If consensus seems elusive, keep in mind that even the idea of *truth* is under attack, with people disagreeing not only over the facts but also whether there is such a thing as objective truth and real news. Many of us feel angry, afraid, and overwhelmed.

In such a situation, what are we to do? To answer this question, we might turn for inspiration to the wisdom offered more than sixty years ago by C. Wright Mills. When we feel our lives spinning out of control, when we are caught up in changes and challenges that threaten to overwhelm us, Mills suggested that we recognize that our personal problems are rooted in social forces that are bigger than we are. By turning our attention to larger social patterns—in short, by making use of the sociological imagination—we gain a deeper understanding of what's really going on and why. Using the sociological perspective, we draw insight and also gain power because we are now confronting the source of our distress. Focusing on how society operates, we are able to join together with others to change society and, in the process, transform ourselves.

For more than 150 years, sociologists have been working to better understand how society operates. As sociologists, we do not arrogantly imagine that we have *all* the answers, but we are confident that we have learned quite a lot that we can share with others.

To our students, we offer an introduction to the fascinating and very practical study of the social world. Our invitation is to learn what we have learned and consider appropriate paths of action. After all, as we come to know our world we have the responsibility to do all we can to improve it.

Society: The Basics, Fifteenth Edition, provides you with comprehensive understanding of how this world works. You will find this title informative, engaging, and even entertaining. Before you have finished the first chapter, you will discover that sociology is both enlightening and useful, and it is also a great deal of fun. *Sociology is a field of study that can change the way you see the world and open the door to many new opportunities.* What could be more exciting than that?

What's New in This Edition

Here's a quick summary of the new material found throughout *Society: The Basics, Fifteenth Edition*.

- **A new chapter on social media.** Who can doubt that social media has changed our way of life? *Society: The Basics, Fifteenth Edition*, now has the discipline's first full chapter on the history evolution of mass media with major emphasis on the recent development of social media and how social media has reshaped society.
- **Currency!** Examples are new in every chapter, from the 2016 presidential election and its aftermath to terrorism and international conflicts around the world in 2017. In addition, the scholarship is as current as possible—more than 850 new research citations are found in this revised edition! The photo and art programs have also been thoroughly reviewed and updated.
- **Updated Power of Society figures.** If you could teach your students only one thing in the introductory course, what would it be? Most instructors would probably answer, *"to understand the power of society to shape people's lives."* Each chapter begins with a Power of Society figure that does exactly that—forcing students to give up some of their cultural common sense that points to the importance of "personal choice" by showing them evidence of how society shapes our major life decisions. These figures have been updated for this edition, and the Revel electronic content provides additional data and analysis of the issue.
- **More scholarship dealing with race, class, and gender.** Just as this revision focuses on patterns that apply to all of U.S. society, it also highlights dimensions of social difference. This diversity focus includes more analysis of race, class, and gender throughout the text, including new scholarship. Other dimensions of difference include transgender and disability issues. "Thinking About Diversity: Race, Class, and Gender" boxed features highlight specific diversity issues, and "Seeing Ourselves" national maps show social patterns in terms of geography, highlighting rural–urban and regional differences.
- This revision has all the **most recent data** on income, wealth, poverty, education, employment, and other important issues. *Society: The Basics, Fifteenth Edition*, also explores the 2016 presidential election and how the Trump administration has reshaped the national agenda on a host of issues, including immigration, climate change, health care, and tax policy.

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Finally, *Society: The Basics, Fifteenth Edition*, includes many rich, interactive features that expand key themes. These interactive elements include the following types:

- **In Greater Depth.** These items accompany the Power of Society figure that begins each chapter. Each item provides deeper analysis using one or more additional variables to deepen students' understanding of an issue.
- **A Global Perspective.** These items provide international contrasts. In some cases, they highlight differences between high- and low-income nations. In other cases, they highlight differences between the United States and other high-income countries.
- **Diversity.** These items expand the focus on race, class, gender, and other dimensions of difference within the U.S. population.
- **Surveys.** These items ask students timely questions about policy and politics. Students are asked what they think, and they are able to assess their own attitudes against those of various populations.
- **Sociology in the Media.** The author suggests short, high-quality videos that are readily available on the Internet and current articles on sociological topics from respected publications.
- **Readings.** Short, primary-source readings by notable sociologists are provided to allow students to engage directly with analysts and researchers.
- **In Review.** Engaging "drag and drop" interactives offer a quick review of the insights gained by applying sociological theories to the issue at hand.

Here is a brief summary of some of the material that is new, chapter by chapter:

Chapter 1: Sociology: Perspective, Theory, and Method

The updated Power of Society figure shows how race, schooling, and age guide people's choice of marriage partners. The revised chapter contains more on social media, highlights the latest on same-sex marriage, including change following the 2015 U.S. Supreme Court ruling, as well as research on how college attendance reflects class, race, and age. Find updates on suicide rates by race and gender, the number of children born to women in nations around the world; the number of high-, middle-, and low-income nations; and the changing share of minorities in major sports. The chapter contains new data on economic inequality, extramarital relationships, and the share of the population that claims to be multiracial. Thirty-five new research references are found in this revised chapter.

Chapter 2: Culture

The updated Power of Society figure shows varying levels of support for access to abortion in high- and low-income nations. The discussion of cultural values has been revised and expanded. There is a new discussion of the diversity of cultural values throughout the U.S. population. The chapter has updates on popular culture, the income and wealth of the Asian American, Hispanic American, and African American communities; debate involving terrorism and cultural differences, the number of languages spoken as a measure of this country's cultural diversity; the extent of global illiteracy; patterns of immigration; the declining number of languages spoken around the world; the debate over official English; life goals for people entering college; the latest symbols used in texting language; the share of all web pages written in English; and the increasing number of immigrants coming to the United States. The revision of this chapter is supported by thirty-two new research studies.

Chapter 3: Socialization: From Infancy to Old Age

The updated Power of Society figure shows that class guides use of the mass media, documenting that people without a high school diploma spend much more time watching television than people with a college degree. There is heavily revised and expanded discussion of the issue of television and violence. Find the latest on the share of people who claim to be multiracial, the political orientation of major media outlets, time spent watching television and using smartphones, the share of households with televisions and computers, the television preferences of people voting Democratic and Republican in the 2016 presidential election, the share of the world's children who work for income, and the increasing share of the U.S. population over the age of sixty-five. This revised chapter contains twenty new research citations.

Chapter 4: Social Interaction in Everyday Life

The updated Power of Society figure shows how age guides the extent of networking via social media. The discussion of reality building addresses how films expand people's awareness of the challenges of living with various disabilities. Find updates on the use of networking sites by age in the United States; new statistics on the use of Facebook and Twitter around the world; the consequences of smartphone technology for everyday life; the share of married women in the United States who keep their last name; and some new and timely examples of jokes. Ten new research citations support this revised chapter.

NEW Chapter 5: Mass Media and Social Media

This **completely new chapter** on an important new dimension of social life has been added to *Society: The Basics, Fifteenth Edition.* The Power of Society figure reveals how gender shapes people's choice of social-networking sites. The chapter-opening story explains how social media was instrumental in launching the Black Lives Matter movement. The chapter begins by differentiating mass media

and social media and then explores media bias (including the role of media in the 2016 presidential election) and highlights the need for media literacy. The chapter traces the development of mass media, including newspapers, radio, and television, and describes some of the ways television and other mass media changes society. Then the chapter explores the emergence of interactive social media in the computer age and provides analysis of how social media affect individuals, including the development of self-image, our capacity for empathy, our tendency toward conformity, and individual attention span. There are also discussions of cyber-bullying and the risks of social media addiction. The chapter explores the effects of social media on relationships, including parenting and predatory behavior with additional analysis of social media's role in dating and the advantages and dangers of dating sites. Most broadly, social media also shape culture, affect the workplace, and shape politics. Finally, the chapter gains insights by applying sociology's major theoretical approaches to social media. The chapter includes a host of new maps, Revel interactive content, learning assessments, and writing assignments. More than sixty new research references inform this new chapter.

Chapter 6: Groups and Organizations

Following coverage of "leadership," there is a new discussion about "followers." There is a new National Map showing the extent of internet access for county populations across the United States. The updated Power of Society figure explores how social class affects organizational affiliations. The revised chapter has updates on the size and global scope of McDonald's, the increasing scale of Internet use around the world, the erosion of personal privacy, some of the fallout of the 2016 presidential election, the number of political incumbents who won reelection in 2016, and the disproportionate share of managerial positions held by white males, and the increasing presence of computers in the U.S. workplace and cameras in public places. More than twenty new research studies support this revised chapter.

Chapter 7: Sexuality and Society

The updated Power of Society figure tracks the trend toward the acceptance of same-sex marriage over time. There is new discussion of the epigenetic theory of sexual orientation and also new discussion of the high risk of suicide among transgender people. Find updates on contraceptive use in global perspective, rates of teenage pregnancy across the country, the latest data on the share of high school students who report having had sexual intercourse, the latest research on sexual attraction and sexual identity, the extent of rape and "acquaintance rape" across the United States, and the increasing size of the lesbian, gay, bisexual, and transgender (LGBT) community. More than thirty new research citations have guided the revision of this chapter.

Chapter 8: Deviance

The updated Power of Society figure shows how race places some categories of the U.S. population at much higher risk of being incarcerated for a drug offense. Find the latest statistical information on the extent of gambling as well as legal marijuana use across the United States; recent research on the cost of incarceration; the share of white-collar criminals who end up in jail; mining deaths as a reflection of corporate crime; and the number of serious crimes recorded for 2015. There is analysis of patterns of arrest for "person crimes" and "property crimes" by age, sex, race, and ethnicity for 2015. Attention is also given to the decreasing gender gap in crime rates. The chapter reports the number of police in the United States and the number of people in prison; it provides a statistically based exploration of the use of the death penalty and highlights recent legal challenges and changes to capital punishment laws. Finally, there is greater attention paid to the increasing number of people who are incarcerated in the United States. Examples used to illustrate concepts have been updated with recent events. More than thirty-five new research references inform this revised chapter.

Chapter 9: Social Stratification

The updated Power of Society figure shows how race and ethnicity set the odds that a child in the United States will live in poverty. The chapter has updates on social inequality in Russia, China, and South Africa and the latest data for all measures of economic inequality in the United States, including income and wealth, the economic assets of the country's richest families, and the educational achievement of various categories of the population. The revised chapter has recent trends in the income of Wall Street executives and explores how the recent recession has affected average family wealth. New data show the differences in life expectancy between the top-earning people in the country and those who make the least, the declining share of young people who grow up to earn more than their parents, racial gap in home ownership, the odds of completing a four-year college degree for people at various class levels, and the latest patterns of social mobility over time. There is updated discussion of the American dream in an age of economic recession as well as the increasing social segregation experienced by low-income families. There are 2015 data on the extent of poverty, the number of working poor, and how poverty interacts with age, sex, race, and ethnicity. More than sixty new research publications support the revision of this chapter.

Chapter 10: Global Stratification

The updated Power of Society figure shows how the nation into which a person is born sets the odds of surviving to the age of five. The chapter has updates on the extent of global poverty, declining infant mortality

in the world; garment factory work in Bangladesh; the distribution of global income and wealth; the average income for the world as a whole; the number and updated social profile of nations at different levels of development, the latest UN data on quality of life in various regions of the world, and the most recent data on global debt. Current data illuminate economic trends in various regions of the world and confirm the increasing economic gap between the highest- and lowest-income nations. There are updates on wealth and well-being in selected nations at each level of economic development and also on patterns of slavery in the world. Thirty-eight new research citations support the revision of this chapter.

Chapter 11: Gender Stratification

The updated Power of Society figure shows how gender shapes people's goals and ambitions. The revised chapter includes updates on life expectancy for U.S. women and men; the share of degrees earned by each sex in various fields of study; the share of U.S. women and men in the labor force, the share working full-time, and the share in many sex-typed occupations; the closing pay gap among well-known entertainers of both sexes; the share of large corporations with women in leadership positions; the number of small businesses owned by women; unemployment rates for women and men; and the latest data on income and wealth by gender. Find the latest global rankings of nations in terms of gender equality. There are also new data on the share of the richest people in the country who are women. Included are the most recent statistics on women in political leadership positions reflecting the 2016 elections; the latest data on women in the military; and an updated discussion of violence against women and men. The coverage of intersection theory reflects the most recent income data. This revised chapter reflects the content of sixty-three new research sources.

Chapter 12: Race and Ethnicity

The updated Power of Society figure explores the importance of race and ethnicity in the 2016 presidential election. Find updates on the share and size of all racial and ethnic categories of the U.S. population; the increasing number of biracial people in this country; the share of households in which members speak a language other than English at home; the share of U.S. marriages that are interracial; the number of American Indian and Alaskan Native nations and tribal groups; and the income levels and poverty rates, extent of schooling, and average age for all major racial and ethnic categories of the U.S. population. The chapter now includes expanded coverage of immigration plus discussion of controversial police violence against African Americans, updated right into 2017. New discussion highlights trends, including the increasing share of American Indians who claim to be of mixed racial background and the increasing share of African Americans who are within the middle class. Forty new research studies have guided the revision of this chapter.

Chapter 13: The Economy and Politics

The updated Power of Society figure demonstrates how race and ethnicity guide the type of work people do. Find updates on the share of economic output in the private and public sectors for the United States and for other nations; the share of the U.S. population by race and ethnicity in the labor force; the share of women and men who are self-employed; and the share of workers in unions as well as the recent political controversy over the power of public service unions. There is updated discussion of the debate concerning "right-to-work" laws and an updated National Map that shows which states have—and have not—enacted such laws. The latest on nations of the world that have moved toward socialism is also included. There is updated discussion of the problem of extended unemployment.

The chapter has updates on the number of people employed in government; the cost of government operation; voter turnout and voter preferences—by race, ethnicity, and gender—in the 2016 election; the number of lobbyists and political action committees; recent political trends involving college students; and new data on the declining level of political freedom in the world. There is new coverage of the wealth of President Trump and members of his cabinet. There is fresh discussion of the conflict in Syria and the related immigrant crisis; the latest data on the extent of terrorism and casualties resulting from such acts; the latest nuclear disarmament negotiations, recent changes in nuclear proliferation, and changing support for the Strategic Defense Initiative (SDI) as a peacekeeping policy; and the latest data on global and U.S. military spending as well as expanding opportunities for women in the U.S. military. There is new discussion of the growing importance of income inequality and the prospects for change in the Trump era. More than 125 new research studies inform this revised chapter.

Chapter 14: Family and Religion

The updated Power of Society figure shows how religious affiliation—or the lack of it—is linked to traditional or progressive family values. There is updated discussion of the importance of grandparents in childrearing; the experience of loneliness and families in later life; and the trend of moving in with relatives as a strategy to cut living expenses during the current recession. An updated National Map shows the divorce rate for states across the country. The chapter has updates on the number of U.S. households and families; the share of young women in low-income countries

who marry before the age of eighteen; the cost of raising a child for parents at various class levels; the income gap that separates Hispanic and African American families from non-Hispanic white families; the rising average age at first marriage; the incidence of court-ordered child support and the frequency of nonpayment; and the rate of domestic violence against women and children. Data for 2017 show the number of nations that permit same-sex marriage. New data show how income affects marital and family patterns, the increasing share of U.S. adults living alone; the child care arrangements for working mothers with young children; the frequency of various types of interracial marriage, and the divorce rate for people at various stages of life. New discussion focuses on the origins and controversy surrounding the phrase "In God We Trust" on U.S. currency. Current data show the extent of religious belief in the United States as well as the share of people favoring various denominations and the increasing share of people who claim no religious affiliation. There is updated discussion of a trend away from religious affiliation among young people and expanded discussion of Islam in the United States. There is expanded discussion of the increasing share of students in seminaries who are women as well as the secularization debate. More than seventy new research studies have guided the revision of this chapter.

Chapter 15: Education, Health, and Medicine

The updated Power of Society figure shows the importance of race and ethnicity in shaping opportunity to attend college. The revised chapter has new global data that compare the academic performance of U.S. children in comparison to children in other nations. Current data identify the share of U.S. adults completing high school and college, how income affects access to higher education, and how a college education is linked to earnings later on. There are new statistics on the number of U.S. colleges and universities and the financial costs of attending them. The chapter highlights the latest trends in dropping out of high school, performance on the SAT, high school grade inflation, the spread of charter and magnet schools, and the gender imbalance on U.S. campuses.

The revised chapter has updated discussion of efforts to "repeal and replace" the Affordable Care Act, and the high rate of obesity among all categories of the U.S. population. There are updates on global patterns of health reflecting improvements in the well-being of young children; cigarette smoking and illnesses resulting from this practice; the use of smokeless tobacco; how gender shapes patterns involving eating disorders; patterns of AIDS and other sexually transmitted infections; the link between impoverished living and lack of medical care; and also euthanasia. The revised chapter reports that the government now pays for most health care in the United States and also explains how people pay the rest of their medical bills. Research reflected in more than sixty-five new citations has guided the revision of this chapter.

Chapter 16: Population, Urbanization, and the Environment

The updated Power of Society figure shows that concern for environmental issues, while typically greater in high-income nations than in low-income nations, remains low in the United States. The chapter has the most recent data on the size of the U.S. population as well as fertility and mortality rates for the United States and for various world regions; new data for infant mortality and life expectancy; new global population projections; and updated coverage of trends in urbanization. Find the latest data on the racial and ethnic populations of the nation's largest cities. A new section gives expanded coverage of social life in rural places. Expanded and updated discussions highlight the state of rural regions of the United States, the increasing shortage of fresh water, and the declining size of the planet's rain forests. There is new discussion of the concept of environmental sexism. This revised chapter contains forty new research citations.

Chapter 17: Social Change: Modern and Postmodern Societies

The updated Power of Society figure shows in which nations people are more or less likely to engage in public demonstrations. The revised chapter highlights recent social movements, such as Black Lives Matter that sprang up in response to police violence against African American men as well as the recent controversy over "fake news." An updated national map shows the extent of residential stability across the United States. There is updated discussion of trends that show improvement in social life in the United States and also trends that are troubling. A dozen new research studies inform this revised chapter.

Revel™

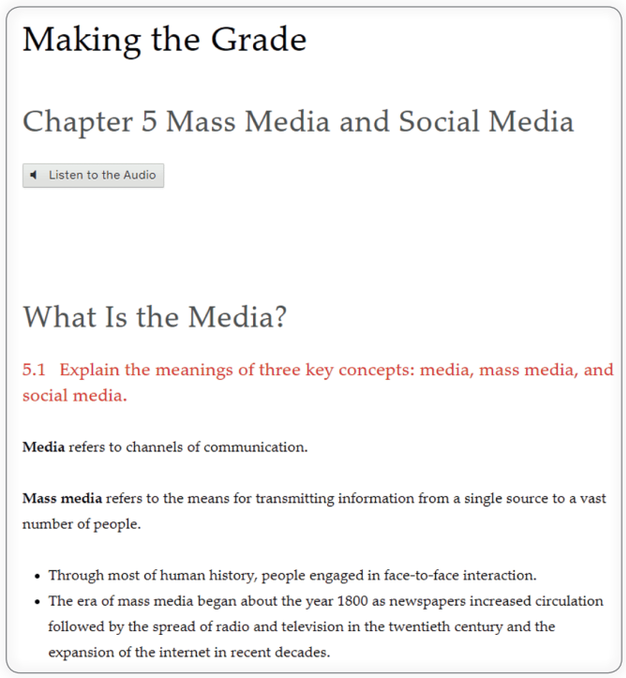
Revel is an interactive learning environment that deeply engages students and prepares them for class. Media and assessment integrated directly within the authors' narrative lets students read, explore interactive content, and practice in one continuous learning path. Thanks to the dynamic reading experience in Revel, students come to class prepared to discuss, apply, and learn from instructors and from each other.

Learn more about Revel
www.pearson.com/revel

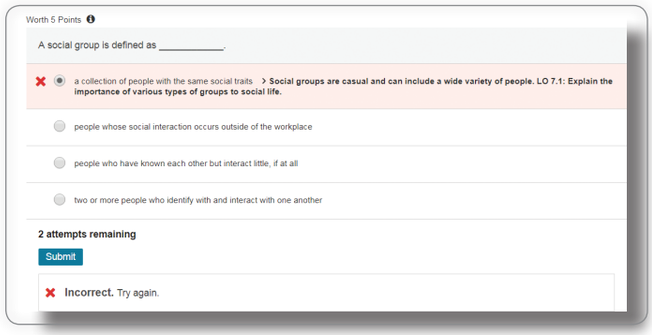
Revel for *Society: The Basics, Fifteenth Edition*

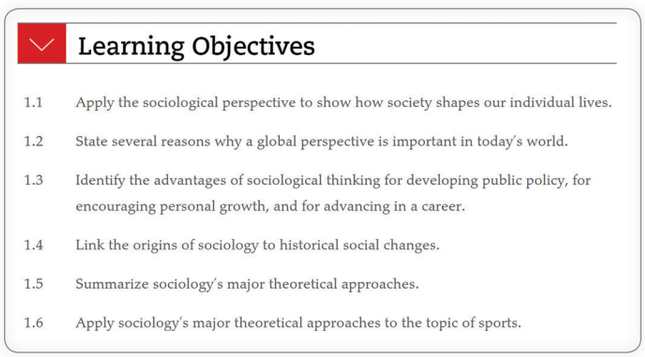
Society: The Basics, Fifteenth Edition, presents a thorough revision of the discipline's leading text in an interactive learning program that is both powerful and enjoyable. As the fully involved author, I have been personally responsible for revising the content, as well as writing the Test Bank, and updating the Instructor's Resource Manual. Now, convinced of the ability of computer technology to transform learning, *I have taken personal responsibility for all the content of the interactive Revel learning program.* To ensure the highest level of quality, I have written a series of interactive Social Explorer map exercises, authored all the questions that assess student learning, and personally selected all the readings and short videos that are keyed to each chapter. I have written all this content with two goals—to set the highest standard of quality for the entire learning program and also to ensure that all parts of this program are linked seamlessly and transparently. Even if you are familiar with previous editions of this title, please do your students the favor of reviewing all that is new with *Society: The Basics, Fifteenth Edition*.

Our outstanding learning program has been constructed with care and directed toward both high-quality content and easy and effective operation.



- Each major section of every chapter has a purpose, which is stated simply and clearly in the form of a **Learning Objective**. All the learning objectives are listed on the first screen of each chapter; they guide students through their reading of the chapter, and they appear again as the organizing structure of the **Making the Grade** summary at the chapter's end. These learning objectives also involve a range of cognitive abilities. Some sections of the narrative focus on more basic cognitive skills—such as *remembering* the definitions of key concepts and *understanding* ideas to the point of being able to explain them in one's own words—while others ask students to *compare* and *contrast* theories and *apply* them to specific topics. Questions throughout the narrative provide students with opportunities to engage in *discovery*, *analysis*, and *evaluation*. In addition, **Assessments** tied to primary chapter sections, as well as full chapter exams, allow instructors and students to track progress and get immediate feedback.

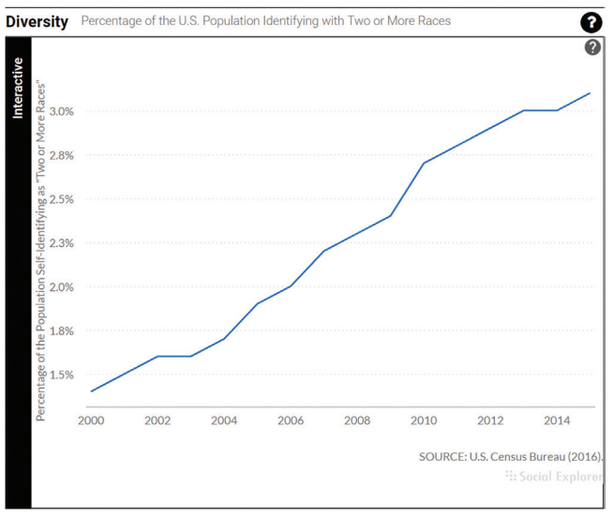




- **Current Events Bulletin** is a new feature showcasing author-written articles, updated or replaced twice each year, that put breaking news and current events into the context of sociology. Each chapter begins with a

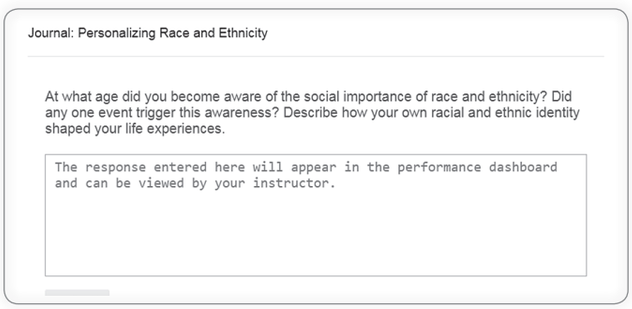
short account of a very recent event that will be familiar to students and which is closely tied to the chapter at hand. These include recent movie releases, research reports, election results, and law and policy changes. These articles can also be easily accessed from the instructor's Resources folder within Revel.

- **Interactive maps, figures, and tables** feature Social Explorer technology which allows for real-time data updates and rollover information to support the data and show movement over time. PowerPoint presentations with every Social Explorer visualization can be easily accessed from the instructor's Resources folder within Revel.

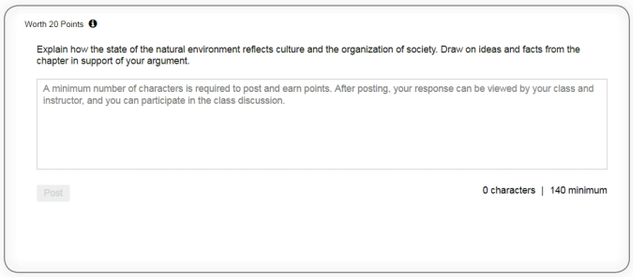


We also strive to get students writing.

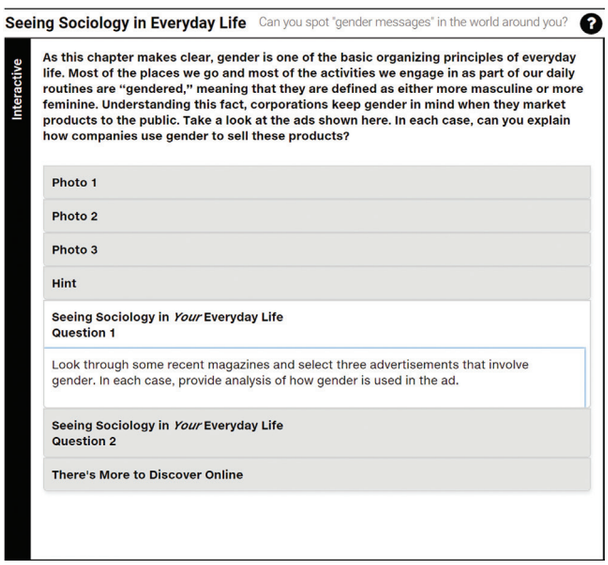
- First, students will encounter **Journal Prompts** in various places within each chapter, where they're encouraged to write a response to a short-answer question applying what they've just learned.



- **A Shared Discussion** question at the end of each chapter asks students to respond to a question and see responses from their peers on the same question. These discussions—which include moderation tools that must first be enabled by the instructor—offer students an opportunity to interact with each other in the context of their reading.



- Finally, I've also written a more comprehensive **Seeing Sociology in *Your* Everyday Life** essay, which serves as the inspiration for a Writing Space activity in Revel. These essays show the "everyday life" relevance of sociology by explaining how the material in the chapter can empower students in their personal and professional lives.

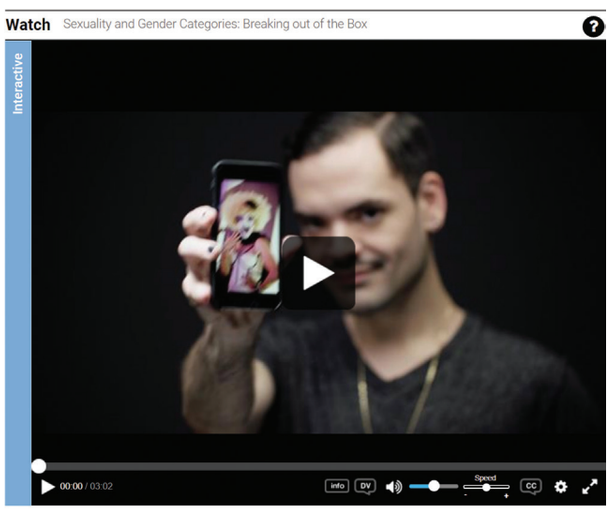


- **Writing Space** is the best way to develop and assess concept mastery and critical thinking through writing. Writing Space provides a single place within Revel to create, track, and grade writing assignments; access writing resources; and exchange meaningful, personalized feedback quickly and easily to improve results. For students, Writing Space provides everything they need to keep up with writing assignments, access assignment guides and checklists, write or upload completed assignments, and receive grades and feedback—all in one convenient place. For educators, Writing Space makes assigning, receiving, and evaluating writing assignments easier. It's simple to create new assignments and upload relevant materials, see student progress, and receive alerts when students submit work. Writing Space makes students' work more focused and effective, with customized grading rubrics they can see and personalized feedback. Writing Space can also check students' work for improper citation or plagiarism by comparing it against the world's most accurate text comparison database available from Turnitin.

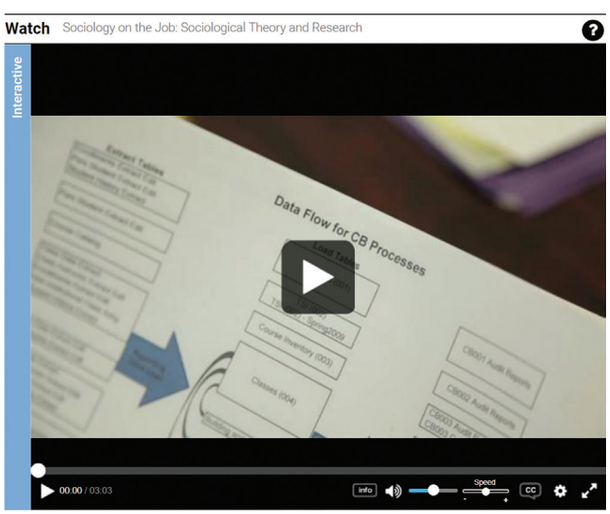
Finally, another key part of the Revel content is our video program.

- The ***Pearson Original*** **docuseries videos** highlight stories that exemplify and humanize the concepts covered in Sociology courses. These videos illustrate a variety of social issues and current events, bringing key topics to life for students while creating opportunities to further develop their understanding of sociology. Therefore, students not only connect with the people and stories on a personal level, but also view these stories and individuals with greater empathy all while contextualizing core course concepts.

  These videos are incorporated into the chapters and can also be easily accessed from the instructor's Resources folder within Revel.

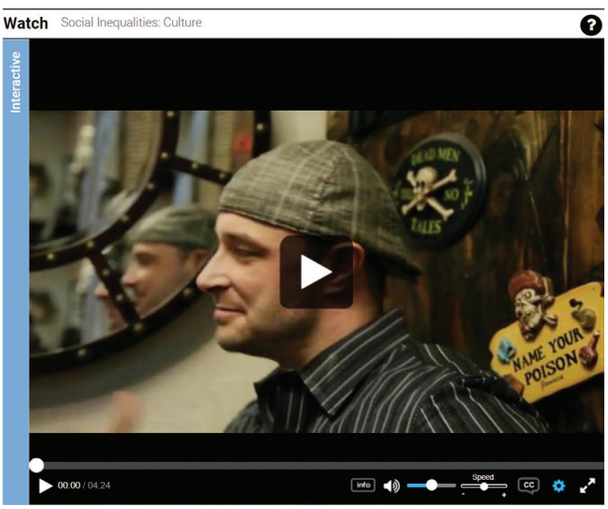


- ***Sociology on the Job*** **videos**, created by Professor Tracy Xavia Karner, connect the content of each chapter to the world of work and careers.



- ***Sociology in Focus*** **videos** feature a sociological perspective on today's popular culture.

- ***Social Inequalities*** **videos**, featuring Lester Andrist, introduce notable sociologists who highlight their own research emphasizing the importance of inequality based on race, class, and gender.



Supplements for the Instructor

Supplements are available to adopters at the Instructor's Resource Center at www.pearsonhighered.com/irc and also within the instructor's Resources folder within the Revel product.

INSTRUCTOR'S RESOURCE MANUAL WITH TEST BANK (0-13-415805-9) This learning program offers an Instructor's Resource Manual that will be of interest even to those who have never chosen to use one before. Revised by John Macionis, it goes well beyond the expected detailed chapter outlines and discussion questions to provide

summaries of important current events and trends, recent articles from *Teaching Sociology* that are relevant to classroom discussions, suggestions for classroom activities, and supplemental lecture material for every chapter of the material. Also, this edition of the Instructor's Resource Manual contains a listing of the Revel-specific media and interactive assets, including the Journal Prompts and Shared Writing Prompts, photo galleries, graphics, maps, and documents. The Revel Media section also includes the videos featured in each chapter of Revel, including the Pearson Originals docuseries videos.

The Test Bank—again, written by the author—reflects the material in the text, both in content and in language, far better than the test file available with any other introductory sociology textbook. The file contains more than 100 items per chapter and includes the correct answer, as well as the Bloom's level of cognitive reasoning the question requires of the student, the learning objective that the question tests, and the difficulty level. In addition, Sample Test Questions are posted along with these files for your students to use to test their knowledge even further if they wish.

MYTEST (0-13-415800-8) This online, computerized software allows instructors to create their own personalized exams, to edit any or all of the existing test questions, and to add new questions. Other special features of this program include random generation of test questions, creation of alternative versions of the same test, scrambling question sequence, and test preview before printing.

POWERPOINT® SLIDES In order to support varied teaching styles while making it easy to incorporate dynamic Revel features in class, four sets of PowerPoint presentations are available for this edition: (1) A set of ADA-compliant lecture PowerPoint slides outline each chapter of the text. (2) A set of "art-only" PowerPoint slides feature all static images, figures, graphs, and maps from each chapter of the text. (3) An additional set of the lecture PowerPoint slides include LiveSlides, which link to each Social Explorer data visualization and interactive map within the Revel product. (4) Finally, a LiveSlides-only PowerPoint deck includes every Social Explorer data visualization and interactive map within the Revel product.

These presentations are available to adopters in electronic formats at the Instructor's Resource Center (www.pearsonhighered.com/irc) or in the instructor's Resources folder within the Revel product.

Recognizing Diversity: A Word about Language

This text has a commitment to describe the social diversity of the United States and the world. This promise carries with it the responsibility to use language thoughtfully. In most cases, the text uses the terms "African American" and "person of color" rather than the word "black." Similarly, we use the terms "Latino," "Latina," and "Hispanic" to refer to people of Spanish descent. Most tables and figures refer to "Hispanics" because this is the term the Census Bureau uses when collecting statistical data about our population.

Students should realize, however, that many individuals do not describe themselves using these terms. Although the word "Hispanic" is commonly used in the eastern part of the United States and "Latino" and the feminine form "Latina" are widely heard in the West, across the United States people of Spanish descent identify with a particular ancestral nation, whether it be Argentina, Mexico, some other Latin American country, or Spain or Portugal in Europe.

The same holds for Asian Americans. Although this term is a useful shorthand in sociological analysis, most people of Asian descent think of themselves in terms of a specific country of origin, say, Japan, the Philippines, Taiwan, or Vietnam.

In this text, the term "Native American" refers to all the inhabitants of the Americas (including Alaska and the Hawaiian Islands) whose ancestors lived here before the arrival of Europeans. Here again, however, most people in this broad category identify with their historical society, such as Cherokee, Hopi, Seneca, or Zuni. The term "American Indian" refers to only those Native Americans who live in the continental United States, not including Native peoples living in Alaska or Hawaii.

On a global level, this text avoids the word "American"—which literally designates two continents—to refer to just the United States. For example, referring to this country, the term "the U.S. economy" is more precise than "the American economy." This convention may seem a small point, but it implies the significant recognition that we in this country represent only one society (albeit a very important one) in the Americas.

In Appreciation

The conventional practice of crediting a book to a single author hides the efforts of dozens of women and men who have helped create *Society: The Basics, Fifteenth Edition*. I offer my deep and sincere thanks to the Pearson editorial team, including Dickson Musslewhite, vice-president of portfolio management; and Jeff Marshall, portfolio manager for sociology, for their steady enthusiasm in the pursuit of both innovation and excellence.

Day-to-day work on the content is shared by various members of the "author team." Kimberlee Klesner and Kelly Eitzen Smith work closely with me to ensure that all the data in this revision are the very latest available. Kimberlee and Kelly bring enthusiasm that matches their considerable talents, and I thank them for both.

I want to thank all the members of the Pearson sales staff, the men and women who have represented this title with such confidence and enthusiasm over the years. My hat goes off especially to Jeremy Intal and Brittany Pogue-Mohammed Acosta, who share responsibility for our marketing campaign.

Thanks, also, to Blair Brown and Kathryn Foot for managing the design, and to Kristin Jobe of Integra for managing the production process.

It goes without saying that every colleague knows more about a number of topics covered in this book than the author does. For that reason, I am grateful to the hundreds of faculty and the many students who have written to me to offer comments and suggestions. Thank you, one and all, for making a difference!

Finally, I dedicate this fifteenth edition of *Society: The Basics* to McLean and Whitney Macionis, who have grown from wonderful children into caring and compassionate adults. You both have given me a new gear when it comes to understanding love.

With best wishes to my colleagues and with love to all,

About the Author

John J. Macionis (pronounced "ma-SHOWnis") has been in the classroom teaching sociology for more than forty years. Born and raised in Philadelphia, Pennsylvania, John earned a bachelor's degree from Cornell University, majoring in sociology, and then completed a doctorate in sociology from the University of Pennsylvania.

His publications are wide-ranging, focusing on community life in the United States, interpersonal intimacy in families, effective teaching, humor, new information technology, and the importance of global education. In addition to authoring this best-seller, Macionis has also written *Sociology*, the most popular full-length text in the field, now in its seventeenth edition. He collaborates on international editions of the titles: *Sociology: Canadian Edition; Society: The Basics, Canadian Edition*; and *Sociology: A Global Introduction. Sociology* is also available for high school students and in various foreign-language editions. All the Macionis titles are available as low-cost Revel editions that offer an interactive learning experience. John stands alone in the field for taking personal responsibility for writing all electronic content, just as he authors all the supplemental material. John proudly resists the trend toward "outsourcing" such material to non-sociologists.

In addition, Macionis edited the best-selling anthology *Seeing Ourselves: Classic, Contemporary, and Cross-Cultural Readings in Sociology*, which is also available in a Canadian edition. Macionis and Vincent Parrillo have written the leading urban studies title, *Cities and Urban Life*, soon available in a seventh edition. Macionis is also the author of *Social Problems*, now in its seventh edition and the leading title in this field. The latest on all the Macionis titles, as well as teaching materials and dozens of Internet links of interest to students and faculty in sociology, are found at the author's personal website: www.macionis.com or www.TheSociologyPage.com. Follow John on this Facebook author page: John J. Macionis. Additional information and instructor resources are found at the Pearson site: www.pearsonhighered.com

John Macionis recently retired from full-time teaching at Kenyon College in Gambier, Ohio, where he was Professor and Distinguished Scholar of Sociology. During that time, he chaired the Sociology Department, directed the college's multidisciplinary program in humane studies, presided over the campus senate and the college's faculty, and taught sociology to thousands of students.

In 2002, the American Sociological Association presented Macionis with the Award for Distinguished Contributions to Teaching, citing his innovative use of global material as well as the introduction of new teaching technology in his titles.

Professor Macionis has been active in academic programs in other countries, having traveled to some fifty nations. He writes, "I am an ambitious traveler, eager to learn and, through the texts, to share much of what I discover with students, many of whom know little about the rest of the world. For me, traveling and writing are all dimensions of teaching. First, and foremost, I am a teacher—a passion for teaching animates everything I do."

At Kenyon, Macionis taught a number of courses, but his favorite classes have been Introduction to Sociology and Social Problems. He continues to enjoy extensive contact with students across the United States and around the world.

John lives near New York City, and in his free time, he enjoys tennis, swimming, hiking, and playing oldies rock-and-roll. He is an environmental activist in the Lake George region of New York's Adirondack Mountains, where he works with a number of organizations, including the Lake George Land Conservancy, where he serves as president of the board of trustees.

Professor Macionis welcomes (and responds to) comments and suggestions about this book from faculty and students. Contact him at his Facebook pages or email: macionis@kenyon.edu.

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