



DEVIANCE

UNIT 3

WHAT I'M LEARNING TODAY

- WILT:
 - understand what deviance is and the different standards within it
 - explore social control
 - understand theoretical explanations of deviance

WHAT IS DEVIANCE?

- Remember, deviance is a behaviour that violates the standards of conduct or expectations of a group or society
- An act that is considered deviant by one society may be normal in another
- For Example: In Western society, owning property and having wealth is seen to bring power and prestige
 - In Sioux culture, generosity has a higher value in society

STANDARDS OF DEVIANCE

Location	A person speaking loudly during a religious service would probably be considered deviant, whereas a person speaking loudly at a party would not
Age	A one year old can cry in a supermarket without being considered deviant, but an older child or an adult cannot
Social Status	A famous actor can skip to the front of a long line of people waiting to get into a popular place, but a non-famous person would be considered deviant for trying to do the same
Individual Societies	In North American, being overweight may be seen as deviant because society values thinness as a mark of beauty, but in some countries being overweight is a mark of beauty and being thin is deviant

STANDARDS OF DEVIANCE

- It is important to remember that a person does not need to act in a deviant manner to be considered deviant
- What do I mean by this? (hint: **stigma** - a label society uses to devalue members of certain social groups)

SOCIAL CONTROL

- When we go against social norms, it is dealt with by social control
- **Social control** are the ways we promote conformity to these norms
 - Without it, life would be unpredictable!
- There are two broad types of social control
 - Internal Social Control
 - External Social Control

TYPES OF SOCIAL CONTROL

Internal Social Control	External Social Control
a process of internalizing the norms of society and accepting them as valid	society's effort to bring those who "step outside the lines" back into line - it is made up of a system of rewards and punishments

- External social control is based on sanctions
 - Positive sanctions (i.e.. smiles, words of approval, etc.) are used to encourage conformity
 - Negative sanctions (i.e., criticism, fines, imprisonment, etc.) are intended to stop socially unacceptable behaviours

SANCTIONS

- Sanctions may be informal or formal
- **Informal sanctions** are rewards or punishments that can be applied by most members of a group
 - i.e., thanking someone or ridiculing their behaviour
- **Formal sanctions** are rewards or punishments that may be imposed by people who have been given specific authority (i.e., teachers, judges, referees, etc.)
 - i.e., judge handing down a sentence of prison time

THEORETICAL EXPLANATIONS OF DEVIANCE

- Why does deviance occur? Socialists use a variety of perspectives to understand deviance
 - Functionalist Perspective
 - Symbolic Interactionist Perspective
 - Conflict Perspective

FUNCTIONALIST PERSPECTIVE

- For them, deviance is a common part of human existence with both positive and negative consequences for social stability
- They believe that it can ruin trust amongst people - which in turn causes society to not function smoothly
- OR it can benefit! It defines limit of proper behaviour
 - i.e., a parent losing custody of their child due to neglect

FUNCTIONALIST: STRAIN THEORY

- Robert Merton
- In a functioning society, deviance will be limited because most people share a common goal and agree on the ways to achieve it
- However, societies don't provide sufficient ways to reach these goals
- Deviance is more likely to occur when a gap exist between cultural goals and the cultural approved means of achieving those goals



CONTROL THEORY

- Travis Hirschi
- Also called the Social Bond Theory
- Conformity to social norms depends on the presence of strong bonds between individuals and society
- If this bonds are weak or broken, deviance occurs
- These bonds control the behaviour of people
- There are four basic components: attachment, commitment, involvement and belief



CONTROL/SOCIAL BOND THEORY

Attachment	The stronger the attachment to groups or individuals, the more likely people are to conform
Commitment	The greater a person's commitment to social goals, the more likely the person is to conform
Involvement	Participation in approved social activities increases the probability of conformity
Belief	Belief in the norms and values of society promotes conformity

DIFFERENTIAL ASSOCIATION THEORY

- Edwin Sutherland
- Emphasizes the role of primary groups and secondary groups in transmitting deviance
- People learn the necessary techniques, motives, rationalizations and attitudes of deviant behaviour from people with whom they associate
- Thus, individuals have a greater tendency to deviate from society norms when they recently associate with people who favour deviance over conformity
- How can this theory relate to a teenager in school?

LABELLING THEORY

- Howard Becker, also called the social reaction theory
- Tries to explain why certain people are viewed as deviants and delinquents
- Suggests that deviants are people who have been successfully labelled as such by others
- Label #1- Primary Deviance
 - deviance involving occasional breaking of norms that is not a part of a person's lifestyle or self-concept - deviant act done but not a deviant person
- Label #2 - Secondary Deviance
 - deviance in which an individual's life and identity are organized around breaking society's norms - they know they are deviant

CONFLICT PERSPECTIVE ON DEVIANCE

- Suggests that activities of poor and lower-income individuals are more likely to be defined as criminal than those of people from middle- and upper-class backgrounds
- They feel that our criminal justice system of Canada treats suspects differently on the basis of their racial and ethnic background as well
- Do you agree with this? If so, where have you seen this in our world?