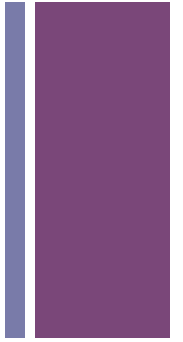




What Influences Behaviour?



■ social influence

- it can affect someone **directly** (*you go to a sushi restaurant because your friends are going, despite wanting a burger*)
- or **indirectly** (*you decide not to date someone because of how you think your parents will react*)



A Force Shaping Behaviour: **Family**



- the biggest force that shapes behaviour
- individuals learn values and acceptable behaviours from their family, and often use these learned values in social settings
- a person's first social interaction is typically with their family and caregivers
- families are our primary caregivers, and they teach us how to behave in their absence
- our social behaviour is reflected by the actions, customs, and rituals observed in the home



A Force Shaping Behaviour: **Gender**



- our **biological sex** is if we're male or female at birth
- how we behave as either a male/female is determined by the role given to our **gender** by society
- in Western society, we value **strength in men** and **sensitivity in females**; we are likely to internalize the qualities attributed to our gender
- gender also influences our views & behaviours as we interact with others in society



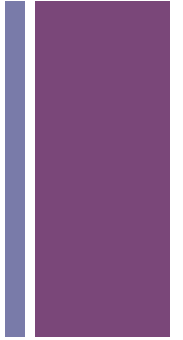
A Force Shaping Behaviour: Culture



- everyone is raised in a specific culture with its own characteristics and traditions
 - a culture influences us, and we view the rest of the world through our own cultural perspective
 - people can be influenced by more than one culture
- ie. immigrants (Native culture and Canadian culture)



A Force Shaping Behaviour: **Media**

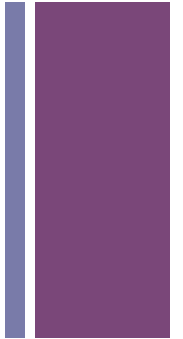


- media influences social behaviour
- Example: There is research which suggests facebook friendships are proven to improve real friendships
- New forms of communication are being shaped through media (we can socialize with people all over the world!)



Socialization

- individuals learn to think and act as others do in their society—they learn what is acceptable and unacceptable
- socialization begins at birth and continues through life—it allows values and norms to be internalized
- through socialization, individuals learn:
 - basic skills (how to take care of themselves)
 - socially accepted goals (marriage, employment etc.)
 - roles and behaviours (how to act in certain situations)





Socialization and Gender

- boys and girls tend to display differences in behaviours, attitudes, interests, and abilities
- children are encouraged to play with gender specific toys (boys—trucks; girls—dolls)
- children show that gender is culturally constructed—a young sensitive boy may become more tough and rude because that's **how males are portrayed in society** (gender roles are internalized at a very young age)





Agents of Socialization



- throughout life, you'll encounter situations where you will rely heavily on individuals and groups to help shape your behaviour and beliefs
- these groups teach you how to participate in society; they play a huge role in your social, emotional, and physical development
- different agents of socialization have different levels of influences on you (depending on age and stage of life)
- as a child, your parents influenced you greatly; as a teen, your friends influence you more

+ The Primary Agent of Socialization: **FAMILY**

- the family is responsible for meeting an individual's most basic needs and providing the beliefs needed to survive
 - it is in the family that you are first introduced to right/wrong, proper/improper
 - families are the first to teach individual's social behaviour
- family is the primary agent, because it shapes behaviour throughout life, starting from birth (including those crucial early years of development)
- today, families are more diverse, but all families are equally important
 - types of families: nuclear, extended, lone-parent, blended, same-sex





Secondary Agent of Socialization: **SCHOOL**



- schools socialize students through a hidden curriculum—it models a certain set of beliefs and attitudes that endorse specific behaviour in different situations
- hidden curriculum includes skills like teamwork, self-reliance, punctuality, obedience etc.
- these skills are aimed to be internalized by the student



Secondary Agent of Socialization: **PEER GROUPS**



- peers are people of the same age
 - peer groups influence an individual the most during adolescence
- the adolescence peer group allows teens to learn social skills like communication, collaboration, and compromise (the social curriculum of schools)
- peers teach each other gender and culture, relationships, and multiculturalism
 - the most important lesson peers teach each other are sexual relationships
 - some cases, the peer influence of sex contradicts the values of the family
- adolescent peer group is highly susceptible to the media influence



Secondary Agent of Socialization: **THE WORKPLACE**



- the workplace for adults is similar to the influence of schools on kids
- children first learn about work at home—chores, play, and observing parents
- parents and adults influence the values and attitudes children have on work
- students take part in “Take Your Kids to Work Day” and co-op placements, and part time jobs

+ Secondary Agent of Socialization: MEDIA

- media can influence a child's socialization—children become addicted to TV, thus limiting their socialization with their friends
- media also has pervasive messages on what to wear, how to act, and what to aspire to
- media can give children different values, beliefs and behaviours (these can contradict those of the family)
- violence of video games may cause children to be more violent - media **normalizes** violence → advertisers use violence to sell products to men (especially video games)
 - technology can be positive:** exposes kids to new cultures worldwide, an outlet for creativity, and offers new ways to connect with people worldwide (Facebook, Skype etc.)





Secondary Agent of Socialization: **RELIGION**



- religion is an important agent, even though people are becoming less involved in it
- most religions have moral codes and set standards of behaviour that they expect their members to follow
- religion also instils values like responsibility, charity, and volunteering

+ Sociology and Identity



- socialization is the ***process by which individuals learn the beliefs and values of their society, enabling them to become well-adjusted members of that society***
- by internalizing the values of the group to which one belongs, an individual also develops a self-concept and begins to establish their place in the larger world



Social Identity

- **social identity** is the way you define yourself to the world and to yourself
 - as an individual develops self-concept and begins to establish their place in the world, social identity begins to emerge, allowing a person to interact socially with a number of people in a variety of different situations
 - the challenge becomes knowing when and how to act in these various situations—*the greater the number of interactions, the more a person is able to develop their approach to social interactions and their social identity*

