**Social action and interaction**

1. 1. Sociology Social action and interaction Lecture 2
2. [2.](https://image.slidesharecdn.com/socialactionandinteraction-190131125424/95/social-action-and-interaction-2-638.jpg?cb=1574142473) WHAT IS SOCIAL INTERACTION? • Social interaction is the social action of two or more people taking each other into account in their action • Social action refers to those actions which people are conscious of doing because of other people
3. [3.](https://image.slidesharecdn.com/socialactionandinteraction-190131125424/95/social-action-and-interaction-3-638.jpg?cb=1574142473) CONTEXTS AND NORMS OF SOCIAL INTERACTION • The context in which a social interaction takes place determines its meaning • Three elements comprise the context: • The physical setting • The social environment • Activities surrounding the interaction • Norms are the rules of behavior governing the interaction
4. [4.](https://image.slidesharecdn.com/socialactionandinteraction-190131125424/95/social-action-and-interaction-4-638.jpg?cb=1574142473) STUDYING SOCIAL INTERACTION: ETHNOMETHODOLOGY AND DRAMATURGY • Ethnomethodology is the study of the norms governing social interaction • This approach normally involves purposely violating commonly understood rules as a means to gauge the nature of people’s response • Dramaturgy understands social interaction in terms of the theater • Interacting parties are actors involved in a performance known as impression management
5. [5.](https://image.slidesharecdn.com/socialactionandinteraction-190131125424/95/social-action-and-interaction-5-638.jpg?cb=1574142473) TYPES OF SOCIAL INTERACTION • Nonverbal Behavior • Involves forms of communication that involved body movements, or kinesics • Researchers focus on things such as posture, yawns, and eye contact • Exchange—social interaction with the express purpose of receiving mutual rewards • Cooperation—social interaction engaged in to promote common interests • Conflict—social interaction that involves working against each other for a commonly prized object • Competition—form of conflict in which individuals confine conflict to agreed-upon rules
6. [6.](https://image.slidesharecdn.com/socialactionandinteraction-190131125424/95/social-action-and-interaction-6-638.jpg?cb=1574142473) ELEMENTS OF SOCIAL INTERACTION: STATUSES • A status is any socially defined position that people occupy • Some statuses are more influential than others in shaping our identity and the interactions of others around us. These are called master statuses • Statuses can be either conferred upon us, or can be voluntarily attained – Ascribed statuses are conferred upon us, usually at birth. Include our race, sex, etc. – Achieved statuses are voluntarily attained and include our occupation, student status, etc.
7. [7.](https://image.slidesharecdn.com/socialactionandinteraction-190131125424/95/social-action-and-interaction-7-638.jpg?cb=1574142473) ROLES • Roles are the “...culturally defined rules for proper behavior that are associated with every status.” • All of the roles attached to a particular status are called, collectively, role sets • Because we cannot possibly fulfill all of the roles attached to a particular status at any given time, we typically identify a role set as those rules that apply to our interaction with other individuals in particular statuses