Conflict perspective

- Emphasizes how social order arises from dominance and coercion
- Society viewed as struggle between "haves" and "have-nots"
- Marx focused on economic "haves" and "have-nots" (class struggle)
- Current conflict theorists also interested in other sources of conflict (e.g., gender and race)
- Main focus on how society affects people, especially stratification

Symbolic interactionism

- Society viewed as ongoing interaction using symbols
- Unlike other perspectives, focus is micro/interactional level, not social structure
- Social order is possible because of shared meanings
- Shared meanings arise from interaction and interpretation
- More than other perspectives, studies how people construct social reality

Social construction of reality

- Social construction of reality (Newman): process through which the members of a society discover, make known, reaffirm, and alter a collective version of facts, knowledge, and "truth" (p. 54)
- Social construction of reality (Schweingruber): process through which people attach meanings to things and then act on the basis of those meanings (sometimes forgetting they are the source of those meanings)
- We live in two worlds, the physical world and the world of meanings
- Three steps in attaching meanings to things:
  - Categorizing: dividing up physical world into parts
  - Naming: Attaching symbols ('X') to those parts
  - Typifying: Characterizing what a typical 'X' is like
- People act toward things based on the meanings attached to them
- Conflict theorists focus on how some people have more power to give meanings than others

Cup vs. glass

- Age 3: cup, little cup, big cup, coffee cup, paper cup
- Age 12: cup, glass, fruit cup, wine glass, juice glass, Dixie cup, measuring cup, mug, beer mug, etc.

Some socially constructed categories

- Colors (number of colors in languages varies from 2-12)
- Animals: food, pets, endangered, vermin
- Time: weeks, linear, cyclical, clock time, time as commodity
- Races: white, black, Asian, American Indian, etc.
- Sexes: man, woman, etc.
- Moral/legal/medical labels: Juvenile delinquent, gifted, felon, sexual predator, mentally ill, sinner, pardoned
- Social problems (e.g., domestic violence, stalking, sexual harassment, acquaintance rape)
## Cross-cultural differences in color terms

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<thead>
<tr>
<th>Spectrum</th>
<th>English</th>
<th>Shona</th>
<th>Bassa</th>
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<tbody>
<tr>
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<td>red</td>
<td>cipsuka</td>
<td>hui</td>
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<td>orange</td>
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Spectrum: red, orange, yellow, green, blue, purple
Shona: cipsuka, cicena, citema, cipsuka
Bassa: hui, zita