Culture and everyday experience

- Nonmaterial culture: knowledge, beliefs, customs, values, morals, and symbols that are shaped by members of a society and that distinguish the society from others (p. 80)
- Nonmaterial culture shapes how we experience everyday life including:
  - What diseases we experience (p. 116)
  - The sick role (p. 116)
  - How many sexes are there (p. 117, 128-9)
  - What emotions we experience (p. 111-113)

The sociology of emotion

- Common-sense belief: Our emotions represent our “true” self, not social rules
- Sociology of emotions studies how culture shapes the way we feel
- Arlie Hochschild: pioneered sociology of emotions
- People do “emotion management”: attempting to make feelings correspond to feeling rules
  - Emotion evocation: bringing about desired feeling
  - Emotion suppression: stifling undesired feeling
- Organizations may demand emotion management from workers
## Emotion management in an animal shelter

- Arnold Arluke (1994): participant observation in animal shelter
- How can society both treat animals with affection and kill them?
- Institution of animal shelter deals with this contradiction
- Employees must accept premise that sometimes it is necessary to kill animals
- Employees must be socialized to manage uncomfortable feelings about killing

## Strategies of emotion management

1. **Transforming shelter animals into virtual pets**
   - Workers learned not to treat animals as pets
   - “Shelter mascots” served as surrogate pets

2. **Focusing on the animal**
   - Workers frame killing as eliminating suffering

3. **Resisting and avoiding euthanasia**
   - Workers may avoid killing animals they become attached to

4. **Focusing on the owner**
   - Workers feel angry at bad owners who are responsible for killing

5. **Dealing with others**
   - Workers avoid discussing job with outsiders
   - Workers neutralize criticism by defining as ill-informed