

THE SOCIOLOGY OF EMOTIONS

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CATT HALL IN AMES, IOWA

- Loewen gives as example of case where “reasonable people” disagree
- Carrie Chapman Catt was national leader in women’s suffrage movement
- Claimed “white supremacy will be strengthened, not weakened, by woman suffrage”
- Opponents (Sept. 29 [1995] Movement) argued her racist statements made her an inappropriate person to name a building after
- Proponents argued she was “product of her times”
- Jaime Schultz argues that the decision to name our stadium after Jack Trice in 1997 was a response to Catt Hall controversy
- Trice was largely forgotten from his death in 1923 until 1973

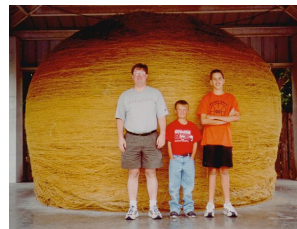


- Beginning in 1973 the Trice story was retold as a story of racism and a student movement (resisted by the administration) began to name the stadium after Trice
- Schultz believes that naming the stadium after Trice was an attempt to tell a more positive story about race at ISU

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BALL OF TWINE OF CAWKER CITY, KS

- Local production of monuments leads to competing claims: there are several competing world’s largest balls of twine
- Even bizarre attractions may reflect norms & values —twine ball’s motto is “Thrift + Patience = Success”



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SOME KEY POINTS ABOUT MONUMENTS

- Monuments (as material culture) both reflect nonmaterial culture (e.g., ideology) and shape it
- Monuments tell the tale of two eras
- The “past” (things that happened) is often quite different than “history” (what we say about them)

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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. 93)
- Nonmaterial culture shapes how we experience everyday life including:
 - What diseases we experience (p. 108)
 - The sick role (p. 108)
 - How many sexes are there (p. 110)
 - What emotions we experience (p. 103)

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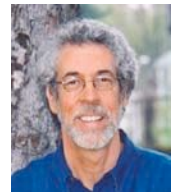
- Common-sense belief: Our emotions represent our “true” self, not social rules
- Sociology of emotions studies how culture shapes the way we feel
- Arlie Hochschild: pioneered sociology of emotions
- People do “emotion management”: attempting to make feelings correspond to feeling rules
 - Emotion evocation: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



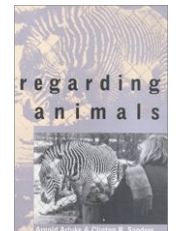
HOMER IS GOING TO DIE

EMOTIONAL 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



Arnold Arluke



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