



The Spirit of Science

Course: Management Theory & Sociology
Fall Semester

What is Sociology?

Dr. Samuel Prasetya

+62 878 440 330 15

samuel.prasetya@iuli.ac.id



What?



- Sociology is the systematic study of human behavior in society, culture & their relationships on the **group level**
- For example, differences in
 - **Gender**
 - **Race & Ethnicity**
 - **Class**
 - **Status**

Social Psychology



- A different focus than Sociology
- Using a different research method & approaches
- Focusing more on **individual level**, including **individual attitude & feelings**

Sociology vs Social Psychology



- **Multiple** husbands & wives vs. a **single** husband & wife

Sociology
studies “why”
certain cultures
accept, but others
are not

**Social
Psychology**
studies individual
attitude & feelings
within each or the
marriages

- Focuses on how humans have changes over time
 - Traditions
 - Tastes & Perspectives
 - Beliefs
- **Archeology**: studies the traditional vs. modern

- What are the “ingredients” for the ideal society?
 - **Equal** treatment or **different** treatment?
- How would the culture be passed on to the next generations?
 - Food
 - beliefs

Current Approaches on Sociology



- **Macro** Sociology
 - Studying **society as the whole**
 - Analysis of social systems

- **Micro** Sociology
 - Studying **small group behavior**
 - Everyday human behavior & interaction
 - Importance of **social status** & **social roles**

Fields of Sociology [examples]



- Globalization
- Race & ethnicity
- Religion
- Family
- Education
- Work & Organization
- Health Issues
- Demography

**How consumer goods
connect people**

**Capital flows & people
flows**

Theories in Sociology



- Many recognized theories

Conflict theory

Functional theory

Feminist theory

Critical theory

Labeling theory

Game theory

Symbolic Interaction theory
Socio Biological theory
Social Exchange theory
Social Phenomenology
Structural-Strain theory
Chaos theory

**From math = nonlinear
systems of social
complexity**

Sociology in Education



- Purpose is to shape policies, practices & outcomes
- Socialization into “hierarchy” or “order” of
 - Gender
 - Status
 - Class
 - Racial
 - Position

- **Functional theory**
 - Moral education as the basis for solidarity to glue together
 - Promoting social control
- **Symbolic interaction theory**
 - Interactions during schooling & outcomes
 - Students vs. teachers/lecturers
 - Across gender, race, ethnicity
 - Creating certain expectation from all parties

- **Conflict theory**
 - Workers vs. Owners
 - Reproduction of hierarchy & inequality in society
- Therefore, **education affects gender/race stratification**
 - Curriculums are products of dominant worldviews & beliefs
 - Education reproduces **power domination**, **oppression** & **inequality** in society

- “work” = carrying out tasks
 - Involves expenditures of mental & physical efforts to produce goods and services to cater human needs
- **Traditional** culture
 - Food gathering & food production
 - Carpentry, stonemasonry, ship-building
- **Modern** culture
 - People work in much wider variations of occupations

Sociology in Industry/Work (2)



- Occupation/job = work that is done in exchange for regular wages/salaries
- Work has become the basis of **economy**
 - Work shapes the country's economic systems of either **socialism**, **capitalism** or **mixed economy**

Influences life & all parts of society

Sociology in Industry/Work (3)



- Socialist theory = **Karl Marx**
 - Examine work condition in factories during the industrial revolution looking at the transition of **independent craftsmanship** to **working for a boss** (“alienating” & “de-skilling”)
- **Max Weber** = development of new types of authority in modern organization

Sociology in Industry/Work (4)



- Work vs. social inequality
 - Differences of working hours across countries
 - Employment vs. social structure vs. behaviors?
- **Economic System** = social structures
 - **Macro**: USA & global economic changes in technology leads to changes in demography
 - **Micro**: quantity of supply/demand, work/family balance, self-identity

- This class focuses only the **sociology in industry, work & organization**
 - Attempting to **understand the group interactions**
 - in organizations & across organizations
 - Provided the organizational structure, hierarchy, divisions of tasks, divisions of responsibilities, chains of commands, etc.
 - To achieve **GROUP SYNERGY** in organization & across organizations

Working together, cooperation, joint ventures, subcontracting, pluralism instead of creating the atmosphere of exclusiveness

- **Traditional** Model on Diversity
 - Age, race, gender, disability, nationality, political association, lifestyle, pay level
- **Inclusive** Model on Diversity
 - Race, gender, lifestyle, pay level, function, competency, income, parent, language, work style, military experience, position, nationality, personality

Social Capital 1



- The aggregate of the **actual or potential resources**, which are linked to possessions of a **durable network** of individuals within the **institutionalized relationships** of **mutual acquaintances** or **recognition**
- **Personal characteristics** must support the **group behaviors** to target the **value created** for organizations

Social Capital 2



- Social capital is tied into individual's position, job or occupation
 - This is called the **FAVORABLE network position**
 - Others are calling it the **social networking**
 - This is the **durable networking!**

Social Capital 3



- **What** is the favorable network position?
- **Why** is this position favorable?
- **What benefits** do actors accrue in these positions?

Social Capital 4



- The **FAVORABLE network position**, or the **social networking**, or the **durable networking** is about;
 - Finding jobs?
 - Finding schools?
 - Finding places to visit?
 - Finding places to hang-out?
 - Finding hotels?
 - Finding cars?
 - Finding anything in life?

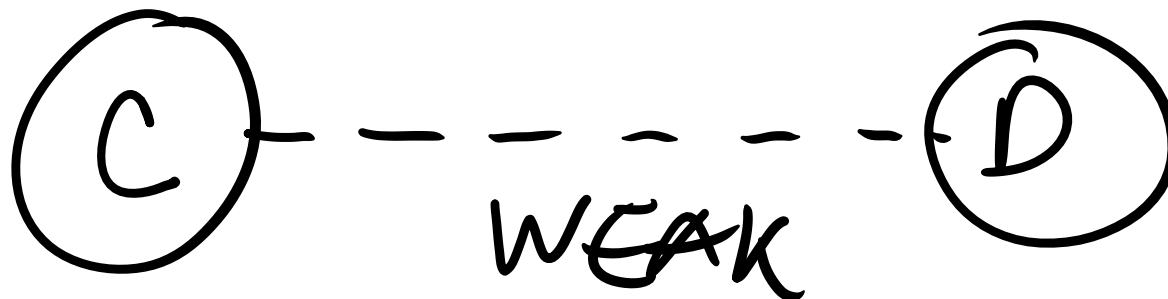
Social Capital 5



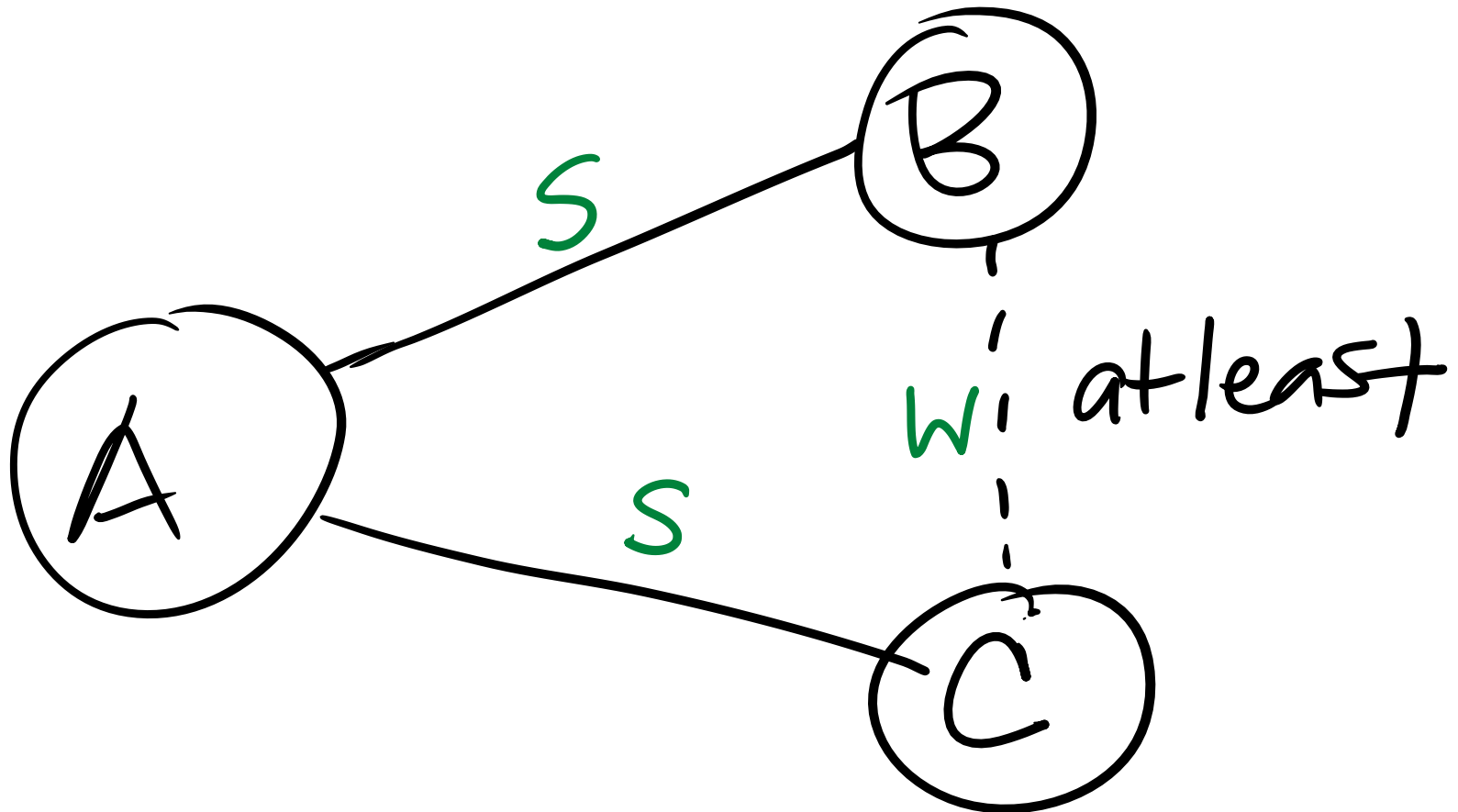
- The **FAVORABLE network position**, or the **social networking**, or the **durable networking** lead to
 - Finding better jobs & faster
 - Promoted early
 - Close deals quickly
 - Receive higher performance evaluations
 - Receive larger bonuses
 - Enhance the performance of others

- The understanding about **Social Network Theory** is borrowed from **physics** & **computer science** courses, which are later used in sociology, operation management & operation research courses
 - Strong ties vs. weak ties
 - Triadic closure
 - Local bridge

Strong Ties vs Weak Ties



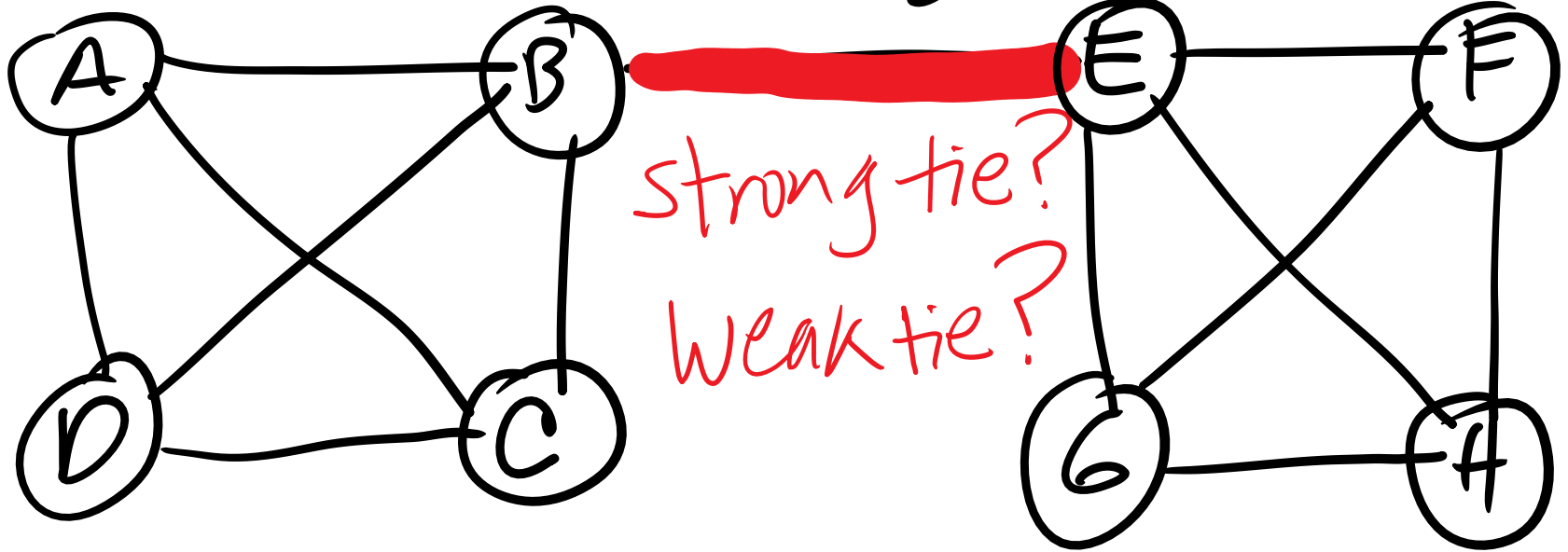
Triadic Closure



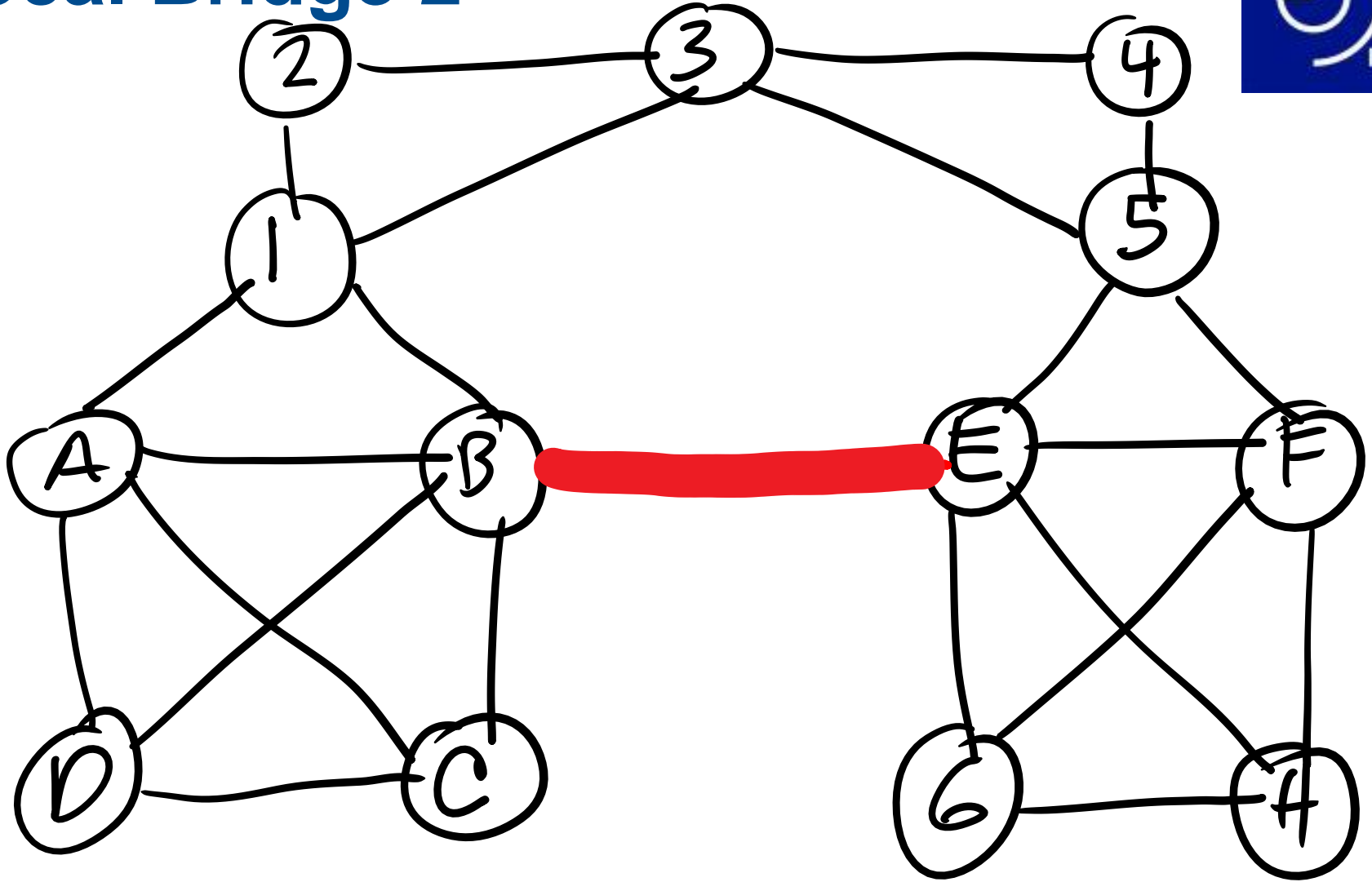
Local Bridge 1



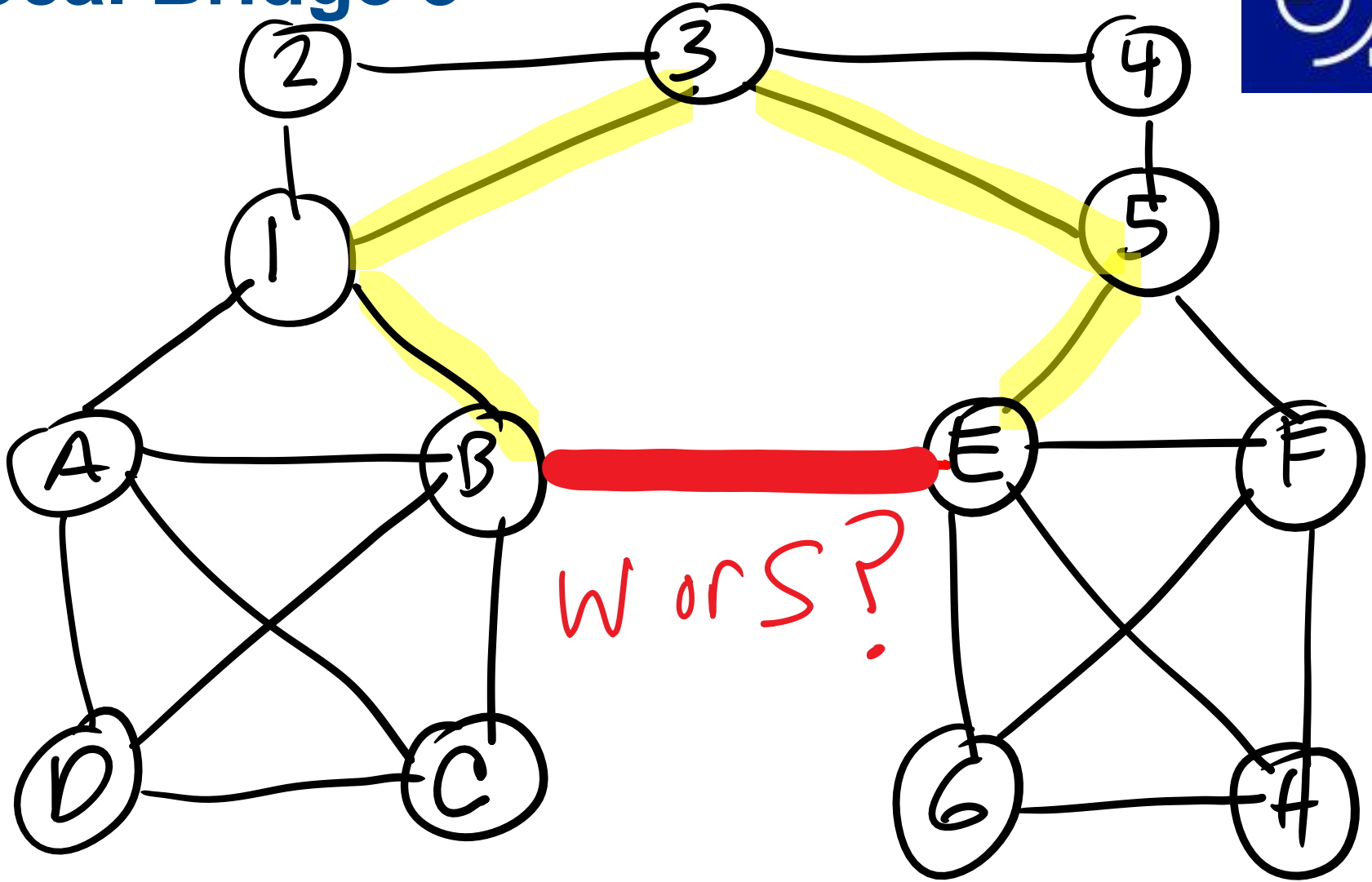
Local Bridge



Local Bridge 2



Local Bridge 3



W or S?

- How big is the **span** of the local bridge?

- The local bridge has a strong tie or weak tie?
 - Based on the illustration, the local bridge has to be a relatively **weak tie**
 - But....
 - It becomes the **sources of novel information**
 - It **fills-in structural holes**
 - It serves the **grapevines communication channels** (the “back-door” in most organizations)