

Sociology 12

# Values and Norms

# Values vs Norms

- Values are collective ideas about what is right or wrong, good or bad, and desirable or undesirable in a particular culture – they provide the criteria for evaluating people, objects and events.
- Norms are established rules of behaviour or standards of conduct. They may be prescriptive or proscriptive, formal or informal and may be enforced through the use of social sanctions.
- Norms may include: folkways, mores, laws.

# Values and Norms

- Can you state some things that might be considered a value? What about a Norm?
- Are there any values/norms that could be considered to be both a value and a norm?



# Cultural Change

- What factors may cause a culture to change?
- What is the difference between discovery and invention?
- What does diffusion mean?

# Cultural Change

- Cultural change is continual in all societies, however all parts of a culture may not change at the same pace.
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- Cultural changes are often set in motion by:
  - 1. Discovery
  - 2. Invention
  - 3. Diffusion

**Cultural change** is continual in all societies, however all parts of a culture may not change at the same pace. Sociologist William F. Ogburn identifies cultural lag as a gap between the technical development (material culture) of a society and its moral and legal institutions (nonmaterial culture).

- **Cultural changes are often set in motion by:**
- 1. Discovery is the process of learning about something previously unknown or unrecognized (e.g., discovery of the polio vaccine).
- 2. Invention is the process of reshaping existing cultural items into a new form (e.g., guns, video games, the Charter of Rights and Freedoms, computers).
- 3. Diffusion is the transmission of cultural items or social practices from one group or society to another (e.g. Piñatas from China, to Italy, to Spain, to Mexico).

# Activity-Cultural change

- Using a chromebook to look up information answer the questions on the sheet provided
- /30