

# Social Control and Deviance

# Internalization of Norms

- Norms
  - Shared rules of conduct that tell people how to act in specific situations
- Internalization
  - process by which a norm becomes a part of an individual's personality
  - Thus conditioning that individual to conform to society's expectations
  - Ex: sitting in chairs, standing in lines, being quiet during movies, etc.
  - Not done out of fear of being punished, but because these norms have been internalized

# Sanctions

- Most people follow norms without conscious thought
- Those who do not internalize norms must be motivated by sanctions

## **Sanctions**

- Rewards and punishments used to enforce conformity to norms

# Sanctions

- **Positive Sanctions**

- An action that rewards a behavior
- Ex: praise, good grades, pay raise, cheers, awards, etc.



# Sanctions

- **Negative Sanctions**

- Punishment or a threat of punishment used to enforce conformity
- Ex: frowns, ridicule, warning signs, tickets, fines, imprisonment



# Sanctions

- **Formal Sanction**

- A reward or punishment given by a formal organization such as a school, business, or government
- **Positive:** Good grades, promotion, awards
- **Negative:** Suspension, fired, fines, imprisonment

- **Informal Sanctions**

- Spontaneous expression of approval or disapproval given by an individual or a group
- **Positive:** standing ovation, compliments, smiles, gifts
- **Negative:** frowns, gossip, insults, ostracism

# Social Control

- Enforcing norms through internal or external means is called **social control**.
  - Internal: Internalization (self-control)
  - External: Sanctions
- Behavior that violates a society's norms jeopardizes a social order
- When a society's methods for ensuring conformity break down, social stability is lost

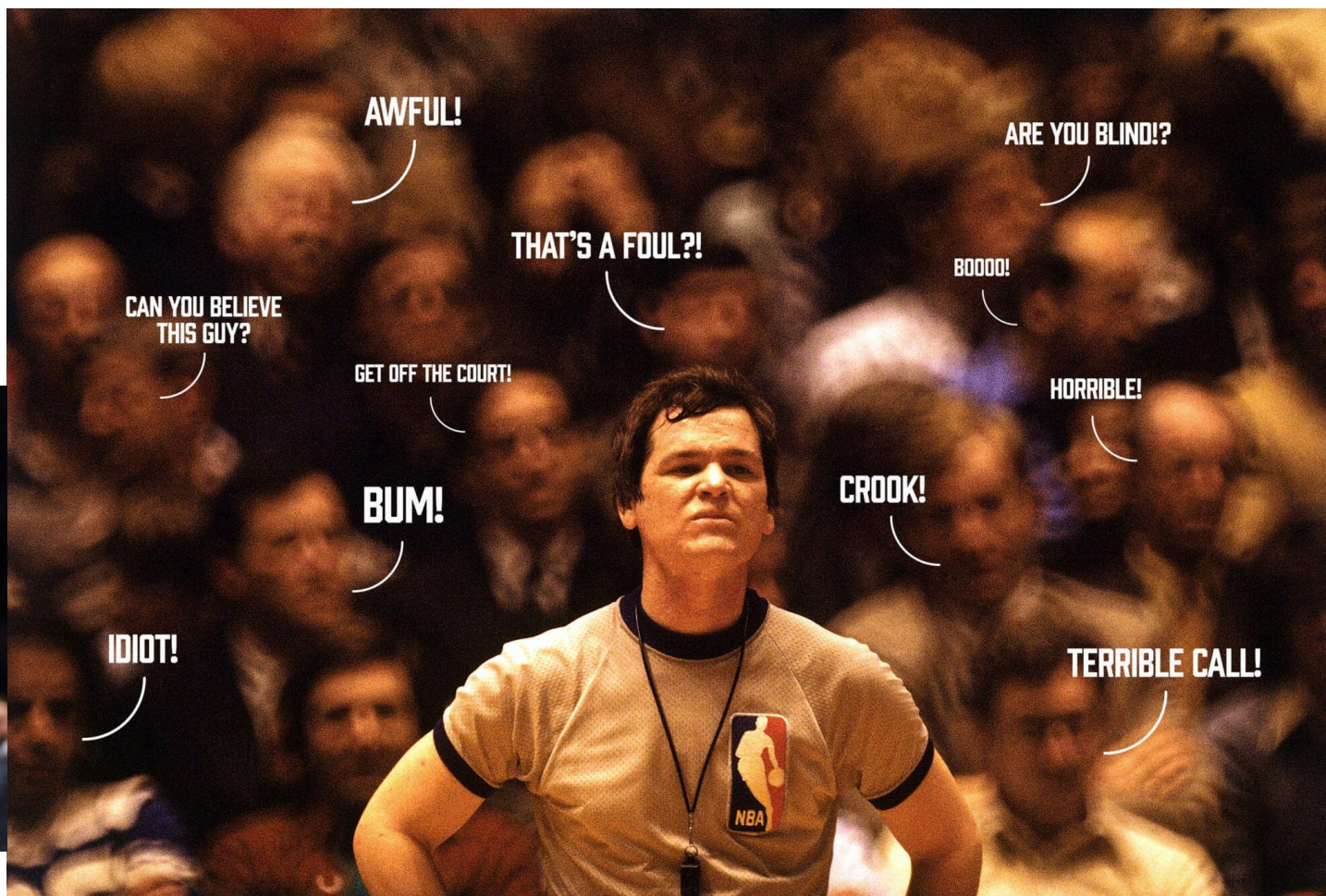
# The Nature of Deviance

- Most people internalize the majority of their society's norms
- Sanctions are used to enforce conformity to norms
- There are always individuals who break the rules of their society or group
- Behavior that violates social norms is called **deviance**



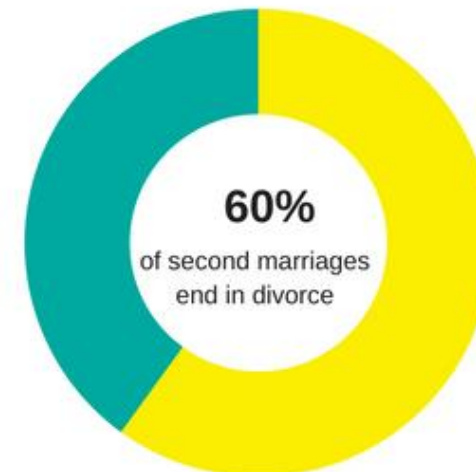
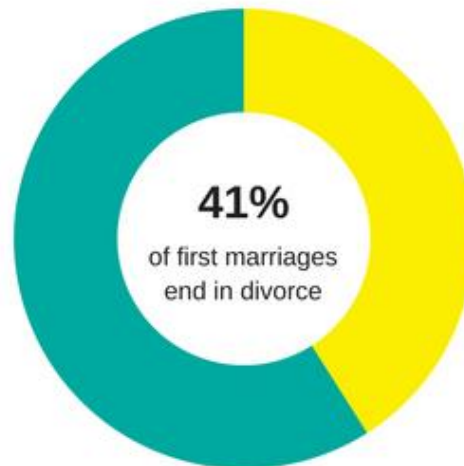
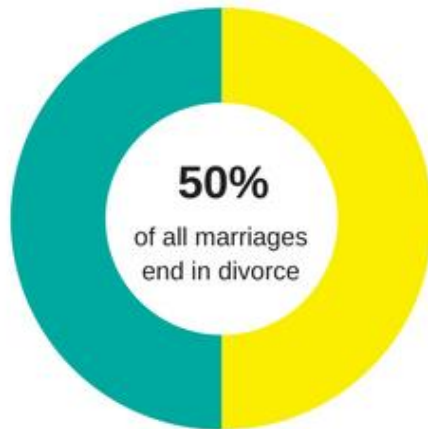
- An act considered deviant in a situation may be considered acceptable in another, even within the same society

- Sporting events



- What is considered deviant varies from society to society
  - Divorce: USA and Philippines

## DIVORCE IN AMERICA



- What is considered deviant may change over time
  - In the 1900s, most stores were not allowed to be open on Sunday



# The Label of Deviance

- The labeling of someone as deviant involves two components
  - An individual must first be detected committing a deviant act
  - The individual must be stigmatized by society
- A **stigma** is a mark of social disgrace that sets the deviant apart from the rest of society
  - Stigmas are a form of social control

# The Label of Deviance

## Types of Stigma

- Outward signs
  - Ancient Greeks burn signs into the bodies of criminals
  - US prisoners wear special clothing
- Negative social reactions

## Effects of Stigma

- According to Goffman, a person labeled as deviant has a “spoiled social identity”
- He or she is no longer seen as being normal or whole