

Sociology/Management 415: Economy and Society

Fall 2010

T/Th 8-9:15

Meeting Place: Dey 206

***Updated Aug 22**

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Course Description, Objectives, and Grading

What is a sociological approach to the economy? In this course, we will explore cultural, structural, and economic approaches to economic behaviors and transactions. For example, we will ask how values, social norms, and institutions influence economic behavior. In the first part of the course, we will examine classical liberal approaches to the economy as well as Marxist and neo-Marxist approaches. Next, we will examine the emergence of the field of economic sociology, where scholars study issues like corporations and labor markets from a sociological perspective. We will also examine current issues that cross-cut both economic and social processes, such as immigration, the family, and even organ donation. In the final part of the course, we will examine concerns about globalization and the future of economic life.

There are two main objectives in this course:

1. I will introduce you to basic concepts and perspectives of economic sociology and encourage you to think independently and creatively about the economic processes you experience or read about.
2. Through several writing exercises, we will practice and improve writing skills. Our focus will be on developing clear topic sentences and strong arguments with clear claims, evidence, and warrants.

I will use six primary tools to assess your grade for this class.

1. **Attendance and Participation (10% of your grade).** In accordance with course objective #1, you are expected to attend every class meeting, keep up with the readings, and formulate original and creative responses to class readings. I will post reading questions on Blackboard for each week's readings. You should answer each of these questions in about 3-4 sentences and bring these to class with you to help you participate in the discussion. You may also use material from class lectures and your own reflections on the readings to

prepare you for class discussions. You will receive attendance and participation grades three times during in the semester.

2. An observational and theoretical paper (6 pages) on one scenario of economic sociology **(25% of your grade)**. Draft due in class October 5. Final paper due in class Oct. 14.
3. A research paper (8 pages) that engages how other authors have written about the topic in paper #1 **(30% of your grade)**. Draft due in class Nov. 30. Final paper due in class Dec. 7.
4. Midterm Exam **(15% of your grade)**. October 19
5. Final Exam **(20% of your grade)**. The final exam will be two comprehensive essay questions that build on the reading questions. **The final exam will be given December 16 at 8 a.m.**

Readings

There is one required book for this class:

Booth, Wayne C., Gregory C. Colomb, and Joseph M. Williams. 2008. *The Craft of Research*, 3rd ed. Chicago: University of Chicago Press. ISBN: 9780226065663

Note: This book is available for purchase at the University Stores. If you choose to purchase it elsewhere, make sure you get the third edition and the same ISBN number.

The rest of the readings will be available on Blackboard.

Honor Code

The University Honor Code—which prohibits giving or receiving unauthorized assistance on graded course work—will be in effect through all exams, quizzes, and written assignments. Please read carefully the provisions of the Honor Code, make certain you understand and adhere to them, and ask me to clarify any questions you have regarding the Code. The Code is a long and valuable tradition at UNC—protect it! Read more about the honor code at: <http://honor.unc.edu/>.

Class Readings and Schedule

Section 1: Classic Authors, Eternal Concerns

Week 1 (August 24/26): Introduction and Classical Authors

- Templeton Foundation. “Does the Free Market Corrode Moral Character?” Autumn 2008. Authors: Kay. S. Hymowitz, Tyler Cowen. www.templeton.org/market
- Albert Hirschman, “Rival Views of Market Society: Civilizing, Destructive or Feeble?” *Journal of Economic Literature*. Vol. XX (December 1982), pp. 1463-1484.

Week 2 (August 31/Sept 2): Classical Authors continued

- Friedrich A. Hayek. 1945. "The Use of Knowledge in Society." *American Economic Review*. XXXV, No. 4, pp. 519-30.
- Virginia Postrel, "Friedrich the Great," *The Boston Globe*, January 11, 2004.
- Joseph A. Schumpeter, *Capitalism, Socialism and Democracy*. New York: Harper and Row, 1942. "Introduction" pp. ix-xiv, Chapter 7 "The Process of Creative Destruction" 81-86, Chapter 12 "Crumbling Walls" pp. 131-142; Chapter 13 "Growing Hostility" pp. 143-155.

Section 2: Concepts and Approaches in Contemporary Economic Sociology

Week 3: (Sept 7/9): What Is Economic Sociology?

- Virginia Postrel, "Market Share," *The Boston Globe*, July 24, 2005.
- Richard Swedberg and Mark Granovetter, *The Sociology of Economic Life*, second edition. Boulder, Colorado: Westview, 2001, "Introduction," pp. 1-28.
- Gary Becker, *Accounting for Tastes*. Cambridge, Mass.: Harvard University Press, 1996, chapter 7, pp. 139-156, "The Economic Way of Looking at Life".
- Christine L. Williams, *Still A Man's World: Men Who Do Women's Work*. Berkeley: University of California Press, 1995, chapter 1, pp. 1-5; chapter 5, pp. 81-108.

Week 4 (Sept 14/16): Culture and Consumption

- Viviana Zelizer, "Culture and Consumption," pp. 331-54 in *The Handbook of Economic Sociology*, second edition, edited by Neil Smelser and Richard Swedberg. Princeton: Princeton University Press, and New York: Russell Sage Foundation, 2005.
- Charles Smith, "Auctions: From Walras to the Real World," pp. 176-192 in *Explorations in Economic Sociology*, edited by Richard Swedberg. New York: Russell Sage Foundation, 1993.
- Christine Williams, *Inside Toyland*. Berkeley: University of California Press, 2006, chapter 5, pp. 137-84, "Kids in Toyland."
- Lizabeth Cohen, "From Town Center to Shopping Center; The Reconfiguration of Community Marketplaces in Postwar America." *American Historical Review*, 1996, volume 101, pp. 1050-81.

Week 5 (September 21/23): Labor Markets: Race, Class and Gender

- Mark Granovetter, *Getting a Job: A Study of Contacts and Careers*. Chicago: University of Chicago Press, 1995 [1974], Introduction, pp. 3-22; chapters 2 and 3, pp. 41-62.
- Deirdre A. Royster, *Race and the Invisible Hand*. Berkeley: University of California Press, 2003, introduction, pp. 1-15; chapter 7, pp. 144-78, "Networks of Inclusion, Networks of Exclusion."
- *The Craft of Research*, Preface, Prologue "Becoming a Researcher", Chapter 1 "Thinking in Print" and 2 "Connecting with Your Reader."

Sept. 23: Guest lecture by Vicki Behrens, UNC Writing Center, and brainstorming session on paper topics.

Section 3: Firms, Institutions and Markets

Week 6 (Sept 28/30): Firms, Institutions, and Markets

- Bruce G. Carruthers and Sarah L. Babb, *Economy/Society: Markets, Meanings and Social Structure*. Thousand Oaks, CA: Pine Forge Press, 2000. Chp. 4 “Organizations and the Economy”, pp. 71-99.
- Nicole Woolsey Biggart, *Charismatic Capitalism: Direct Selling Organizations in America*. Chicago: University of Chicago Press, 1989, Introduction, pp. 1-19; chapter 4, pp. 70-97.
- Annalee Saxenian, *Regional Advantage: Culture and Competition in Silicon Valley and Route 128*. Cambridge, Mass.: Harvard University Press, 1994, Introduction, pp. 1-9; chapter 2, “Silicon Valley: Competition and Community,” pp. 29-57.
- *The Craft of Research*, Chapter 7 “Making Good Arguments,” Chapter 8 “Claims,” Chapter 9 “Reasons and Evidence,” Chapter 10 “Acknowledgements and Responses”, Chapter 11, “Warrants”

Week 7 (Oct 5/7): Biomedical Markets

- Kieran Healey. 2006. Chapters 1 and 2, “Exchange in Human Goods” and “Making a Gift” (pp. 1-42). *Last Best Gifts: Altruism and the Market for Human Blood and Organs*, Chicago: University of Chicago Press.
- Rene Almeling. 2007. “Selling Genes, Selling Gender: Egg Agencies, Sperm Banks, and the Medical Market in Genetic Material.” *American Sociological Review*. 72:319-40.
- Viviana Zelizer. 1994. Chapter 6, “From Baby Farms to Black-Market Babies: The Changing Market for Children.” *Pricing the Priceless Child: The Changing Social Value of Children*. Princeton, New Jersey: Princeton University Press.
- Debora L. Spar. 2006. Chapter 6, “Trading Places: The Practice and Politics of Adoption” (pp. 159-193). *The Baby Business: How Money, Science, and Politics Drive the Commerce of Conception*. Boston, Mass.: Harvard Business School Press.
- *The Craft of Research*, Chapter 3 “From Topics to Questions,” Chapter 4 “From Questions to a Problem,” Chapter 5 “From Problem to Sources”, Chapter 6 “Engaging Sources.”

Oct. 5: Draft workshop for Observational and Theoretical/Conceptual Paper

Oct. 7: Guest lecture by Kieran Healy, Associate Professor of Sociology, Duke University

Week 8 (October 12/14): Popular Sociology & **Observational and Theoretical/Conceptual Paper**

- Steven D. Levitt and Stephen J. Dubner, *Freakonomics*. New York: William Morrow, 2005, Chapter 3, “Why Do Drug Dealers Still Live with Their Moms?” pp. 89-114.
- Malcolm Gladwell, *Outliers*. New York: Little, Brown and Company, 2008. “The Trouble with Geniuses, Part 2”, pp. 91-115.
- Joel Best. “Sociologists as Outliers.” *Contexts*, Vol. 8 No. 2, pp. 46-50.

Oct. 14: Observational and Theoretical/Conceptual Paper due in class and midterm review

Week 9 (October 19/21): **Midterm**

Oct. 19: In-class midterm

Oct. 21: Fall break

Section 4: Some Contemporary Issues

Week 10 (October 26/28): Households and Families

- Andy cherlin: red and blue marriages.
- McLahanan, demography, paa presidential address. Diverging destinies.
- Edin from the future of children. Contexts.
- Wilcox and cherlin, oped from WSJ.
- Culture of Poverty, NY Times

Week 11 (Nov 2/4): Preparing for the Research Paper

- *The Craft of Research*, Chapter 12 “Planning,” Chapter 13 “Drafting your Report,” Chapter 1 “Revising your Organization and Argument,” Chapter 16 “Introductions and Conclusions”, Chapter 17 “Telling Your Story Clearly.”

Nov. 2: Guest lecture by Michele Hayslett, Undergraduate Research Librarian for Sociology

Nov. 4: In-class discussion of paper topics

Week 12 (November 9/11): Religious Markets

- Bruce, Steve. 1999. *Choice and Religion: A Critique of Rational Choice Theory*. Oxford: Oxford University Press. Chapter 2, pp. 30-54.
- Stark, Rodney. “The Martyrs: Sacrifice as Rational Choice”, Rodney Stark, *The Rise of Christianity*. Harper Collins, 1997.
- Finke and Stark, Upstart Sects.
- Stark and Fine, Acts of Faith, Religious Group Dynamics.
- Video: 2. "Mine Eyes Have Seen the Glory." Worcester, Penn. : Gateway Films/Vision Video, c1992. Section on Willow Creek Church

Week 13 (Nov 16/18): Immigration

- Douglas Massey, Jorge Durand, and Nolan Malone, *Beyond Smoke and Mirrors: Mexican Immigration in an Era of Economic Integration*, New York: Russell Sage Foundation, 2002. Chapter 3 “System Assembly: A History of Mexico-U.S. Migration”, pp. 24-51
- Helen B. Marrow. “New Immigrant Destinations and the American Color Line.” Working Paper.

In-class movie on immigration: Dying to Live

Week 14 (Nov 23/25): Children’s Work

- Hilary Levey. “Pageant Princesses and Math Whizzes: Understanding Children’s Activities as a form of Children’s Work.” *Childhood*. Vol. 16, 2009. Pp. 195-212.
- Viviana Zelizer. 2002. “Kids and Commerce.” *Childhood*. 9: 375-96.

- Hilary Levey. "Reality TV kids need the law on their side." June 25, 2010. Opinion Column in USA Today.

Nov. 25: No class due to Thanksgiving

Section 5: Looking Forward, Going Global

Week 15 (Nov 30/Dec 2): Week 13: Globalization

- James Watson, "Transnationalism, Localization, and Fast Foods in East Asia," pp. 1-38 in *Golden Arches East: McDonald's in East Asia*, edited by James Watson. Stanford, CA: Stanford University Press, 1997.
- Tyler Cowen, *Creative Destruction*, Princeton: Princeton University Press, 2002, Chapter 4, "Why Hollywood Rules the World, and Whether We Should Care," pp. 73-101.
- Bruce G. Carruthers and Sarah L. Babb. *Economy/Society: Markets, Meanings and Social Structure*. Thousand Oaks, CA: Pine Forge Press, 2000. Chp. 5 "Globalization", pp. 181-215.
- William Easterly, "The Big Push Déjà Vu: A Review of Jeffrey Sach's The End of Poverty: Economic Possibilities for Our Time," *Journal of Economic Literature*, March 2006, XLIV, 96-105.

Nov. 30: Draft workshop for Research Paper

Week 16 (Dec 7): Wrap up & **Research Paper**

Dec. 7: Research Paper due in class

Final Exam will be given on Thursday, Dec. 16th, at 8 a.m.