

# Lesson Objectives



Define sociology as the systematic study of society, human behavior, and social patterns.



Grasp fundamental concepts such as society, social institutions, culture, socialization, and social stratification.

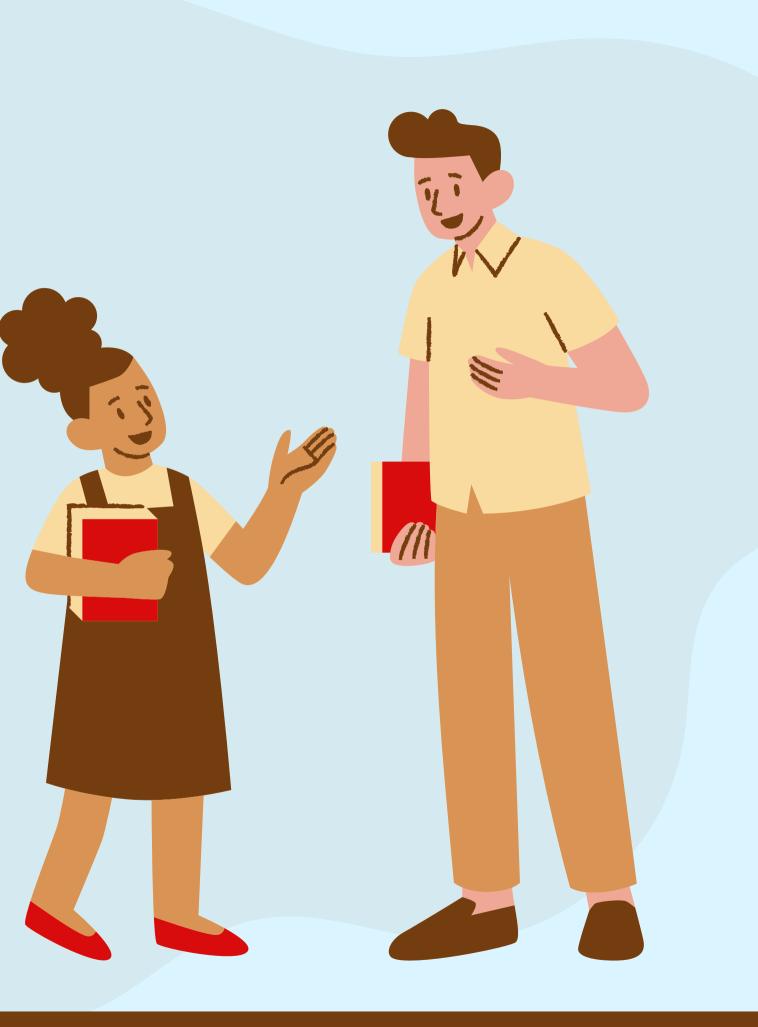


Recognize the significance of sociology in gaining insights into social dynamics, addressing social issues, and enhancing critical thinking.



## Definition

Definition: The systematic study of society, human behavior, and social patterns.



### key concepts

### Society

### **Social** Institutions

Culture

#### Social **Stratification**





#### **Socialization**







## Importance of Sociology

- Understanding Social Dynamics: Insights into relationships and social structures.
  Addressing Social Issues: Analyzing and solving
- Addressing Social Issues: An problems like inequality.
- Enhancing Critical Thinking: Examining causes and consequences of societal phenomena.

## **Research Methods**

### Quantitative Methods

• Numerical data, surveys, statistical analysis.

### **Qualitative Methods**

 Focus on depth and context through methods like interviews.

### Sociological Applications

- Applied Sociology: Using principles to solve real-world issues.
- Sociological Imagination: Connecting personal experiences to larger social forces.









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