The cultures that societies create are built out of norms. These norms represent the values of the group. When individuals and groups deviate from norms, society responds. Deviance can range from chewing gum in the wrong place to capital murder and beyond.
Big questions on deviance

In the United States, there are many questions to ask about deviance, crime, and punishment, including:

- Why are incarceration rates so high?
- Why are racial disparities so significant?
- Who are “deviants”? (What counts as deviant?)
- Which rules are observed and which are broken?
Deviant behavior is that which does not conform to the rules or norms of a society or community.

It is important to consider issues of power: whose rules or norms are being broken?
Deviance and crime

- Not all deviance is crime, and not all crime is deviant.
- Deviance is in the “eye of the beholder.”
Figure 6.1 Intersection of Deviance and Crime

- Deviance:
  - "nudity" and "bizarre clothing"
  - "murder" and "sexual assault"

- Crime:
  - "exceeding the speed limit" and "underage drinking"
Group deviance

• Deviance occurs, not only at the individual level, but also among groups.
• Corporations, governments, organizations, and social groups can all take part in deviance.
• There are **deviant subcultures**, ranging from the homeless to religious cults to punks.
Sanctions and social control

• When someone breaks an important norm, there is a response, a **sanction**.
• Sanctions can be positive or negative, depending on the breach.
• Sanctions can be enacted formally or informally.
• The degree of sanctions varies according to the importance and type of norm broken.
Three views of deviance

- Biological
- Psychological
- Sociological

The biological and psychological perspectives locate deviance in the person, while sociological perspectives locate deviance in the act.
Sociological perspectives on deviance are wide-ranging:

- Functionalist
- Reinforcement
- Conflict
- Symbolic interactionist
- Chicago School
Functionalist theories of deviance

• Durkheim’s influence
  – Anomie: In modern societies norms have been lost but not replaced, leaving people without a center.
  – Deviance and crime as normal and necessary

• Merton’s typology
  – Deviance as a by-product of inequality
Figure 6.2 Merton’s Deviance Typology
Reinforcement theories

• Deviance is seen as learned, even normalized, behavior.
• We act based on perceived rewards and costs, which may be economic, social, and so on.
• Differential association is one of the better known reinforcement theories.
Conflict theory

- Conflict theorists want to know why people commit crimes.
- Crime is seen as political action intended to challenge the power structure.
- Laws are tools of the powerful that reproduce inequality.
- Individuals are responding to inequities built into capitalism.
Symbolic interactionist approaches

- **Labeling theory** is one well-known approach.
- Deviance is found, not in the act, but in the response, in the label applied.
- There is a connection with conflict theory in that the labels are applied by those with power onto those without.
The Chicago school

- Chicago school sociology is, most broadly, a kind of urban sociology.
- In dealing with deviance, broken windows (BW) theory is the best-known example.
- BW theory is focused on the realization that any kind of social disorder leads to more social disorder.
How is crime reported?

- **UCR**—Uniform Crime Reports
- **NCVS**—National Crime Victimization Survey
Figure 6.3 Crime Rates in the United States, 1985–2008
Gender and crime

• Men are more likely to be both perpetrators and victims of crime and to be incarcerated.
• The “gender contract” may lead to differential treatment with authorities.
• Ties to children and others may prevent women from engaging in deviant acts.
What is your risk?

How likely are you to be a victim of a crime? Answer these 10 questions and compare your answers with the risk factors reported on the next page.

1. What is your gender?
2. What is your race or ethnicity?
3. Do you live in a poor, middle-class, or wealthy neighborhood?
4. Have you been a victim of a crime in the past?
5. Do you live in the South?
6. How often do you drink alcohol?
7. How old are you?
8. How much is your annual income?
9. What is your job?
<table>
<thead>
<tr>
<th>Increase Chances of Crime Victimization?</th>
<th>Decrease Chances of Crime Victimization?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>Female</td>
</tr>
<tr>
<td>African American or Native American</td>
<td>White or Asian</td>
</tr>
<tr>
<td>Reside in poor neighborhood</td>
<td>Reside in middle-class neighborhood</td>
</tr>
<tr>
<td>Reside in a neighborhood with a high crime rate</td>
<td>Reside in a neighborhood with a low crime rate</td>
</tr>
<tr>
<td>Having been a victim in the past</td>
<td>No prior victimizations</td>
</tr>
<tr>
<td>Reside in the South</td>
<td>Reside in the non-South</td>
</tr>
<tr>
<td>High levels of alcohol use</td>
<td>Low to moderate levels of alcohol use</td>
</tr>
<tr>
<td>Teenager or young adult</td>
<td>Mature adult</td>
</tr>
<tr>
<td>Low household income</td>
<td>Moderate to high income</td>
</tr>
<tr>
<td>Divorced or separated</td>
<td>Currently married</td>
</tr>
<tr>
<td>Work as law enforcement officer, security guard, or taxicab driver</td>
<td>Work as college professor</td>
</tr>
</tbody>
</table>

Source: U.S. Bureau of Justice Statistics 2008c.
• **White-collar crime** is that which is carried out by those in non-manual labor, higher-status jobs.

• These crimes are typically non-violent but can be extremely damaging to society (e.g., Enron).

• White-collar crimes include embezzlement, various kinds of fraud, illegal sales, and more.

• Those who perpetrate these crimes are rarely prosecuted.
Incarceration Rates Around the World

Number of People in Prison per 100,000 population

- China: 119
- India: 33
- Nigeria: 27
- Switzerland: 76
- Myanmar: 132
- France: 96
- Mexico: 132
- South Africa: 330
- Rwanda: 593
- United States: 760
- Israel: 325
- Cuba: 513
- Russian Federation: 660
- Japan: 63

Source: Almsley 2009

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The U.S. prison system

• Crime and punishment remain top priorities for Americans.

• Currently:
  – It costs more than $25,000 per year per inmate.
  – More than 25 percent of African American men are under the authority of the penal system.

• Imprisonment is not a powerful deterrent.
The death penalty

- The United States has continued high levels of support for the death penalty.
- There have been problems in recent years with uneven access to DNA testing.
- Two-thirds of executions since 1977 have taken place in five states: Texas, Virginia, Oklahoma, Missouri, and Florida.
Functions of punishment

• Punishment functions at both the individual and group levels.
• For individuals, punishments are not only to sanction the guilty, but to warn potential offenders.
• For the group, punishment functions to reinforce the moral unity of the collectivity.
This concludes the Lecture PowerPoint Presentation for Chapter 6: Conformity, Deviance, and Crime

For more learning resources, please visit our online StudySpace at: http://www.wwnorton.com/college/soc/essentials-of-sociology6/

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Independent and Employee-Owned
1. What is deviance?

a. a transgression of social norms that are accepted by most people in a community
b. breaking the law
c. the kind of behavior engaged in by members of groups that have been marginalized by society
d. criminal behavior that abides by social norms
2. What was Robert K. Merton’s theory of crime?

a. People are more likely to commit crime when they do not have the opportunity to pursue the goals—such as the accumulation of material wealth—that their society sets.

b. People are more likely to commit crime if they associate with carriers of criminal norms.

c. People are more likely to commit crime when they have the opportunity to steal from someone who trusts them.

d. People are more likely to commit crime if they have committed a crime already.
Clicker Questions

3. Compared with ordinary crimes against property (robberies, burglaries, larceny, etc.), the amount of money stolen in white-collar crime (tax fraud, insurance fraud, etc.) is

a. about the same. Crimes against property cost the nation about as much as white-collar crime.
b. less. White-collar crimes involve only one quarter of the money involved in crimes against property.
c. more. White-collar crime involves perhaps forty times as much money as crimes against property.
d. not really comparable. White-collar crimes such as embezzlement affect very few people.
4. Why did Émile Durkheim think a certain amount of crime was functional for society?

a. It provides a healthy release for male aggression.
b. It highlights the boundaries of social norms.
c. It keeps the police and court system active.
d. The existence of crime makes law-abiding citizens more careful about protecting their property.
5. What is the essence of labeling theory?

a. Deviance is defined through the process of interaction between deviants and nondeviants.
b. Deviance is in the eye of the officeholder.
c. One person’s deviance is another's indulgence.
d. Deviants resist the labels they are given by law enforcement authorities.
6. What are norms?

a. formally crafted, written guidelines citizens of a nation must follow or face time in prison
b. ordinances applicable to a given metropolitan area
c. legal restrictions applying only to elected officials
d. unwritten rules of social life
Figure 6.1 Intersection of Deviance and Crime

Deviance

“nudity” and “bizarre clothing”

Crime

“murder” and “sexual assault”

“exceeding the speed limit” and “underage drinking”
Computer hacker Kevin Mitnick was arrested in 1995 and later convicted of stealing millions of dollars worth of software from a number of technology companies.
Figure 6.2 Merton’s Deviance Typology
Members of an El Salvadoran gang flash signs and display their tattoos.
According to interaction-ists, it’s not the act of smoking marijuana that makes one a deviant, but the way others react to marijuana smoking.
Figure 6.3 Crime Rates in the United States, 1985–2008
Figure 6.4 Murder Victims by Race and Sex, 2008
One of the most high profile white collar criminals in recent memory is Bernie Madoff, a financier who choreographed a $50 million
Figure 6.5 State and Federal Prison Population, 1925–2008
How do factors such as a criminal record affect an individual’s ability to get a job?
Incarceration Rates Around the World

Number of People in Prison per 100,000 population

CHINA 119  
INDIA 33  
NIGERIA 27  
SWITZERLAND 76  
MYANMAR 132  
FRANCE 96  
MEXICO 132  
JAPAN 63  
BRAZIL 242  
SOUTH AFRICA 330  
RWANDA 593  
CUBA 513  
ISRAEL 325  
UNITED STATES 760  
RUSSIAN FEDERATION 660

SOURCE: Walmsley 2009

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Incarceration Rates Around the World

Who's in Prison in the United States?

- Black: 40%
- Hispanic: 20%
- White: 35%
- Other: 5%
- Female: 9%
- Under 18: 0.4%
- Non U.S. Citizens: 5.9%
- Violent Offenders: 53%
- Public Order Offenders: 7.6%
- Property Offenders: 19.2%
- Drug Offenders: 19.5%

SOURCE: Walsmey 2009
Globalization and Everyday Life
This concludes the Art Presentation Slides Slide Set for Chapter 6 Essentials Of Sociology