



I. Sociocultural Evolution

- A. Social relationships are changing towards greater specialization. This has following aspects:
 - 1. Separation of Institutions,
 - 2. Specialized groups within institutions
 - 3. Division of labor increases within groups
- B. Society's values are changing from sacred to secular and from traditional to rational. It would not be possible to manage a very complex society using traditional values.
- C. Categories of Groups:
 - 1. Primary groups are the groups that we are born into.
 - 2. Secondary groups are the groups that you can join, for example, associations.
- D. Categories of Relationships:
 - 1. Intimate and personal relationships are topped with a new category—categorical relationship in complex societies.
 - 2. An example of categorical relationship is between a customer and Wegman's cashier—the relations are either on paper or on plastic.
 - 3. Bureaucracy is populated by categorical relationships.
- E. Networks can be bundled and unbundled:
 - 1. Networks in traditional forms of society are bundled: people that you work with are also the members of your community, you spend time together in other events besides work.
 - 2. In an urban society relationships are unbundled: your work friends are not the people that you see when you go home, that you do your recreation activities with. You can live a very secret, solemn life in a big city—people you work with may not really know you.
- F. All described categories and forms here are *ideal types*. This means they are not perfect types, most cases have elements of several types. Ideal types are *models* used to compare realities. Having ideal types allows us to generalize and make comparisons.