

# Conversation

How do we fit into larger social structures?

Rules  
- unspoken  
- what happens  
when people  
break them  
- peer pressure

assumptions  
+ accepted ideas about  
how we relate to each other

Organisations + institutions  
that make up - every

Scale of the  
social structure

- marriage
- neighbourhood
- social movements

# What is a social structure?

Group of humans  
together have rules  
to get whatever they're  
doing done  
- roles

Insiders + outsiders

Hierarchies

Class system  
job  
education  
Gender system

Tied up  
with identity



0:25

# Social structures are the frameworks and patterns that organise society

- Enduring
- Shape our actions and interactions
- Come in different shapes and sizes
- Change over time

# How do we fit into social structures?



*Homo economicus*

Economic man

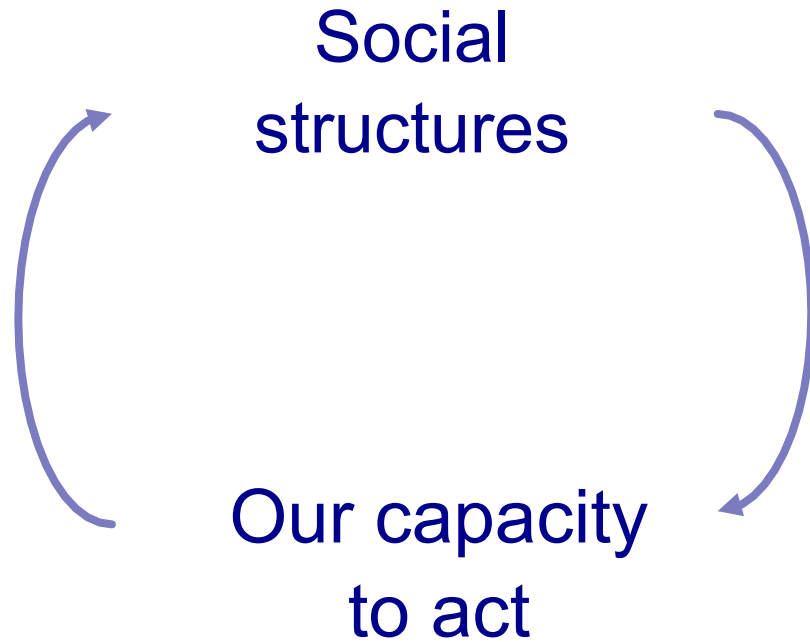
1. It's all about our individual choices.
2. We get our values, norms and roles from society.



*Homo sociologicus*

Sociological man

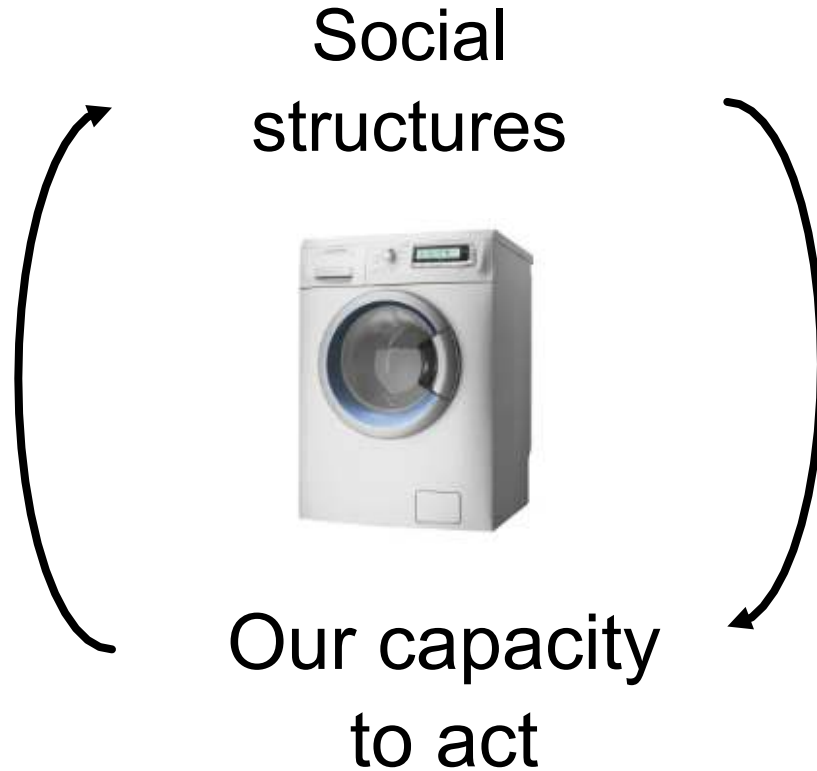
### 3. Social structure and action evolve together



# Doing the washing



# Doing the wash.



- Water system
  - grey water
- Rules
  - smell
  - look clean
  - different outfits
- Housing
  - space for machine or drying
- Technology
  - laundrette
  - machine
  - driers
- Learning from family
- Habits
- Routines - wash day
- Marketing
  - detergents
- Oil industry
- Manufacturing

