Welcome to Social Science: An Introduction. The following pages provide a brief guided tour of this textbook—and will help you understand how Social Science: An Introduction is set up to help you complete the course successfully. Unit 1 provides an overview of each of the three social sciences—anthropology, psychology, and sociology. Unit 2 helps you find connections between social science and everyday life, and Unit 3 connects social science to the world and society around you.

Cover
- The cover illustrates that by studying each discipline, you are opening a keyhole—or window—into how each discipline views our world.

Unit Opener
- Mini Table of Contents lists the chapters in the unit.
- Photographs capture the essence of the unit.
- A list of the research and inquiry skills taught in each chapter in the unit.
- An Overview summarizes the unit content that will be covered and highlights key information.
Chapter Opener

- **Chapter Expectations** are your learning goals and include the curriculum expectations covered by the chapter content.
- **Key Terms** list the words used in the chapter that will become part of your social sciences vocabulary. These terms, which are often used with specific meaning within the social sciences, are also defined in the margins and in the Glossary.
- **Landmark Case Studies** identifies the major case studies contained in the chapter; each case study is called “landmark” because of its importance to the discipline.
- **Key Theorists** lists the important contributors to each discipline; in chapters 1–3, the key theorists are displayed in a graphic organizer that shows the relationships between the schools of thought within each discipline.
- A photograph captures the main theme of the chapter.
- The Chapter Introduction online the content that is explored within the chapter.

Chapter Review

- End-of-chapter questions that help you to review chapter content.
**Research and Inquiry Skills**

- introduces you to an important social science skill
- outlines the skill focus for the chapter
- provides a model of how the skill is used in the field

**Landmark Case Study**

- An in-depth examination of an important work in a particular discipline. Each case study describes the key people and issues related to the study and the lasting effect the case study has had on our understanding of the discipline and of how we see the world around us.

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*Social Science: An Introduction* has a number of features that will highlight the content, make the social sciences relevant to you, and provide interesting and sometimes challenging viewpoints on topics under study.

**Spotlight on …**

- A high-interest topic related to the chapter content that is based on a current event, idea, or issue to engage and prepare you for the chapter content.
• A general interest feature that highlights an important person or topic within a discipline. In Focus is related to the content that surrounds it and provides a more in-depth examination of the person or topic discussed.

In Focus

In the Field

• Features a Canadian social scientist at work to meaningfully demonstrate careers in social science and what you can do with social science skills.

The Language of Social Sciences

• Social scientists often use terms and phrases that may be unfamiliar to us, or may be used differently than we are used to. This feature explores the language that social scientists use in the context in which it is used in the field.

Social Science in Popular Culture

• Explores the portrayal of social science in media and popular culture—books, movies, and television—and explores how accurately—or inaccurately—social science is used in popular media.
Are There Legitimate Explanations for Variations in Skin Colour?

1. Using the information above, come up with a hypothesis about the evolutionary advantages of light skin in areas with less available sunlight (Ember and Ember, 1999).

2. What are some legitimate explanations for human variation?

3. What causes conflict between two different groups?

4. Before you read

5. Voices

6. Do different skin colours have specific evolutionary advantages?

7. Reflect and respond

8. Youth Perspectives

9. More to know...

Point/Counterpoint

• Highlights current—and sometimes controversial—perspectives with alternate ways of looking at a topical issue.

Youth Perspectives

• Follows former students of the course who have gone on to further social science education or are currently working in a social science field.

Reflect and Respond

• Questions designed to encourage you to think critically about the material you have read and which provide an opportunity for self- and teacher assessment.

Before You Read

• A prompt at the beginning of a section that helps you access prior knowledge to gain a stronger understanding of the content.

Voices

• Brief quotations that provide thought-provoking perspectives on the main subject of the chapter text.

More to Know ...

• Shows connections to what is on the page to parts of the text that you have already read, or will read later.
Anthropology–sociology universities have joint

Today, many Canadian within Western cultures.

Anthropology Connecting

and punishment can influence behaviour, which became known as

was concerned with only observable behaviours, not the mental processes

Sociology

Read

neutral stimulus

tone

neutral stimulus

unconditioned

conditioned fear of

unconditioned response (UCR)

Albert experiment, in

John B. Watson

operant conditioning:

classical conditioning:

behaviorists programmed a 

John B. Watson

principles of 

behaviorism

Semi-structured Interviews

established and the researcher has little control over a respondent's answers. However, no questions can be pre-

months, you take detailed notes and let him direct the content of the interviews. Over several

coach every morning so he can tell you about his experiences. Over several

the project. For example, in your research on hockey you meet with the local

knows why the anthropologist is interviewing him or her and the outline of

is no deception between the interviewer and the interviewee. The interviewee

a first step to more structured interviews and surveys. It is important that there

should have some knowledge going into the interview, but unstructured

ideas and can lead to a greater understanding of the topic. The researcher

Interviews are important tools used by anthropologists (and other social

sciences) to understand the culture they are studying and obtain valuable

Field notes are accounts

by a researcher while

and observations made

of experiences, dialogues,

during the interviews are

meticulous field notes (Natural Resources Canada, 2010).

cylinders. He also carefully documented the people's daily life through

have to work very closely with the native's point of view, his relation to life, to realize

he must first confront and reflect upon all of their own cultural assumptions. One

must first confront and reflect upon all of their own cultural assumptions. One

have to work very closely with the native's point of view, his relation to life, to realize

in his

“world”

and participate in their culture. He stated that the anthropologist's goal should be “to grasp the

immersed himself in their culture, learning their language and participating in

anthropologists who used it to

differentiate the role of the

oral history of the nomadic Innuinait (Copper Inuit) in the Canadian Arctic

of the ways anthropologists can understand the world view of a culture is by

Participant observation is the main method of study that ethnologists use

the written account of

ethnography:

participant observation:

group, in some cases living

kinship:

ethnology:

the study of the origins and cultures of different races and peoples.

keepsake

each key term is in boldface and is defined

Glossary terms

Pause and Think

Questions within the body of the text that give you further opportunities for self-reflection and self-assessment.

Open for Debate

Provides further opportunities for thought-provoking discussions.

Connecting to ...

Connects one of the social sciences to another to help you see the connections between the social science disciplines.

Skills Focus

Reinforces and provides opportunities to further develop the skills learned in the current and earlier chapters.