**BEHAVIOURAL SCIENCE**

Introduction to sociology and anthropology

Sociology- the nature of human life with social interaction have been of concern to human society from time immemorial in ancient society, there were ways of maintaining cohesion in society.

Meaning and definition of sociology

-the term sociology is defined differently by different aurthors

-generally defined as the science of society

 The social science which studies relationship among people as individual and as groups, and the influence of social and political conditions on this individuals and groups. And influence of social and political influence of this individuals and group

**ORIGIN OF SOCIOLOGY**

The word sociology, was first used by august compte (17 -1857) he combined the latin word , socius meaning sharing in a group with the Greek word, socius meaning sharing in a group with the Greek word logos meaning science .

When these words and their interpretation were combined, three meaning

1. Reasoning about companionship

2. Words about group sharing

3. Science or group sharing

**REASONS FOR EMERGENCE OF SOCIOLOGY**

1. Social phenomena not adequately explained, there was a general feeling that discipline like history politics and others had failed to provide a satisfactory explanation for social phenomena
2. Intellectual shift in writing, prominent philosophers and historian eg carlimax, max weaver,etc shifted from writing ambitiously about the political structures of the societies to writing on industrial revolution of society, they found new interest in refrating upon issues like, the family, society, population, social institution and development
3. Impact of industrial revolution**,** Industrial revolution in Europe, resulted to migration of people from rural areas to urban center in search of employment and higher wages. These migrations led to family integration, poor work and living conditions, poverty. Child labor and abuse, crime, exploitation etc. It brought out new social problem that requiring a fresh approach.
4. New force, after the French and American Revolution new forces emerged in society, such forces promised to spawn new democratic system, to replace the odd feudal and aristocratic practices, which dominated European way of life for a long time.

Unlike before this changes, presented new challenges, and have a new discipline that could address their emerging issues.

**FAFCTOR THAT MAKES SOCIOLOGY A SCIENCE**

**SYSTEMATIC NESS-** as a quick method of investigation as to be systematic, this refers to systematic logical sequence of steps that leads to system of justifiable

**OBJECTIVITY**, scientific method employs way of investigation that reveals things as they are really are

**EMPRICISM**, one characteristics of scientific method is creating knowledge through observation of experiment rather than mere postulation, which is not based on search

**REPLICABBILITY** –In science, on research after another, can investigate the same phenomena in the same way, leading to the same explanation and prediction thus enabling the acquired knowledge, replicabbility is however only possible under the same prevailing conditions

**REDUCTIVITY**- The scientific methods have the ability to review the essential from the preview, necessity from chance, fundamentals from irrelevancies. Through this principle, sound generalization **can be formulated that’s bring up the board of knowledge in a discipline**

**CAUSATION**- scientist assume that an event occurs for reason, concept known as causation, and that all events have causes

**PURPOSE OF SOCIOLOGY**

According to kombo Waiyaki 2002 sociology perspectives in general helps people observe and obtain a new and better view of a familiar situation or occurrence and to explain it better, it also assist them to analyze and explain the strange social behavior and familiarize with social occurrences

**ISSUES AND CONCERNS OF SOCIOLOGY**

**SOCIOLOGY**- this is the study of social phenomena, it is concerned with everything that affect society, some of the social concern of issues are:

1. Social relationship and interactions
2. Social institutions and structure
3. Social behaviors and activities
4. Cultural forces and practices
5. Socialization patterns
6. System of beliefs, value, rituals and expectation
7. Social change and continuity
8. System of social communication
9. Social organization (formal and informal)

**BRANCHES OF SOCIOLOGY**

1. Sociological theory- this branch attempts to provide generalization concerning social phenomena, for example, why do people in a society behave as they do!
2. Sociology of the family,- this branch examines a family in terms of its evaluation , as an institution, its structure, functions ,problems, ways of rearing children, education approaches, significance within the society, relationship with the wider society. Etc
3. Sociology of education, it systematically observes, analyses and describe education in regard to the social use and significance in the society, its relationship with other social institution of the society , its impact or influence on the society. Etc
4. Historical sociology,- systematically studies the past event and activities of a society in order to discover the genesis and development of a particular way of life, being practice in a contemporary society
5. Sociology of religion,- is the study of the contest of the religion not only as a source of belief, morality and ritual practices but also its influences to the society and also by it
6. Sociology of knowledge;
7. Sociology of law
8. Sociology of crime and deviance
9. Sociology of work
10. Economics of sociology
11. Mathematics sociology
12. Urban sociology
13. Rural sociology
14. Sociology of health and medicine
15. Sociology of development
16. Sociology of earth
17. Sociobiology
18. Socio-linguistic

TERMINOLOGY USED

1. Anthropology- the study of the human race, especially of its origin, development , customs and beliefs
2. Culture
3. Social
4. Society
5. Socialization
6. Social control
7. Social group
8. Social interaction
9. Social mobility
10. Social networks
11. Social organizations
12. Sociological perspectives
13. Social relationships
14. Social roles
15. Social status
16. Social stratification

**ANTHROPOLOGY**

This is from the new Latin word, anthropologia, (the study of humanity) and shares its ultimate root in Greek, ’anthropos’ (human being)

EARLIER BACKGROUND AND BRANCHES OF ANTHROPOLOGY

***Early background***

Anthropology traces its roots to ancient Greek, historical and philosophical writings about human nature and organization of human society

And his book of history, Herodotus, describe the culture of various people of perssia empire which the Greeks conquered during the first half of 400’s BC

There are conditions in life in which people of today must contest but they have their origins in the processes that begun in the 16th century and accelerated

Institutionally anthropology emerged from natural history, which is the father of anthropology **Franz Boaz** employed scientific method in the study of anthropology, gave meaning to the term culture.

**TYPES OF ANTHROPOLOGY**

Cultural anthropology- it focuses on the social life of living communities

Archaeology,- studies past cultures, by excavating sites, where people leaves,

Biological;- which focuses on evolution, genetics and primatology

Linguistic;- the study of language

**BRANCHES OF ANTHROPOLOGY**

1. Physical anthropology
2. Linguistic anthropology
3. Sociocultural anthropology
4. Ethnology
5. Archaeological anthropology

**PHYSICAL ANTHROPOLOGY (BIOLOGICAL ANTHROPOLOGY)**

Is the scientific discipline concerned with the biological and behavior aspects of human beings, their extinct homni ancestor, and related non human primates, particularly from evolutionary perspectives?

**LINGUISTIC ANTHROPOLOGY**

**T**his is the interdisciplinary study of how language influences social life, it encompasses most aspect of language structure and use,

**SOCIOCULTURAL ANTHROPOLOGY;**

It focuses on the study of society and culture, while often it is interested in cultural diversity and universalism

**ETHNOLOGY**

This is the study of characteristic of different people and the differences and the relationship between them

**ARCHEOLOGICAL ANTHROPOLOGY**

**T**his is the branch of anthropology, concerned with, the study of the extinct cultures, of man kind.

**IMPROTANCE OF STUDYING ANTHROPOLOGY**

1. Allows human to study interactions between human and the world
2. It covers the vast amount of knowledge about humans it is an aid for many other disciplines
3. It helps us, understand ourselves, and hence understand anything else

CULTURE

This is the characteristics and knowledge of particular group of people, encompassing language, religion, methods of cooking especial as characteristic of a particular country, religious or establishment, social habits, music and arts.

Tylor defines culture as complex hole, which includes knowledge, believes arts, moral, law, custom and any other capabilities and habit acquired by man as a member of society

**BRANCHES OF BEHAVIOURAL SCIENCE**

Core discipline of behavioral science

* Psychology
* Sociology
* Anthropology

Other fields

* Economics
* Public health
* Demography
* Political science

**Behavioural science= this is any of the various discipline dealing with the subject of human aspect, usually, including the fields of sociology, social and cultural anthropology , psychology and behavioural aspect of biology , economics, geography , law, psychiatry and political science.**

**RELEVANCE OF BEHAVIOURAL HEALTH SCIENCE**

The social and behavioral health sciences plays an important role in public health policies and decision, as the work professional do in this field is focuses on identifying and analyzing the social determinants and behavioral risk factors associated with any number of public health issues.

**THE IMPORTANCE OF BEHAVIOURAL SCIENCE.**

It si of great importance to a business management as it deals with science studying behavior.

It is very much connected with the ways in which people behaves

Why do we study behavioral science

It helps us to predict the future

It helps us to understand how people behave in the past and this will help us predict how people will behave in the future

COMPARISON OF SOCIOLOGY AND SOCIOLOGY

SOCIOLOGY

|  |  |
| --- | --- |
| SOCIOLOGY | ANTHROPOLOGY |
| Focus on social process | Focus on social process |
| Recent social science | Recent social science |
| Understand way of life, society, culture | Understand way of life, society, culture |
| Complemented by, anthropological research | Complemented by sociological research |
| Sociology originated from western civilization (historical) | Originated from primitive groups. (prehistoric) |
| Uses particular (sampling ) | Genetic (holistic) |
|  |  |

DISTINGUISH BETWEEN SOCIOLOGY AND ANTHROPOLOGY

|  |  |
| --- | --- |
| SOCIOLOGY | ANTHROPOLOGY |
| The study of development, structure and functioning of human society  | While anthropology is the study of human society and culture and their development |
| Sociology focuses on social problems and institution | Anthropology focuses on culture and community  |
| Sociology uses quantitative and qualitative data  | Uses qualitative data |
| Sociology studies area such as social class, social stratification, social mobility , law etc | Studies areas like, art, gender, language and religion |
| It traditionally focus on western societies | Traditionally focuses on non western society |
| Sociology is divided into different subfields such as gender studies, criminology, social work etc | Is divided into different subfield such as linguistic, anthropology, archeology , forensic anthropology, |
|  |  |

Summary

Sociology and anthropology are social sciences discipline that focuses on studying the behavior of humans within the society

The key difference between the two sciences is that sociology concentrate on the society, while anthropology focuses on the culture,

Quiz,

State the key difference between sociology and anthropology

**SOCIAL CHANGE**

**DEFINATION**

This is the significant alteration in the behavioral partner and social values and norms

 It involves alteration of social order of the society; it may include changes in social institution, social behavior, and social relations.

**TYPES OF SOCIAL CHANGES**

* Revolutionary social changes
* EVOLUTIONARY SOCIAL CHANGES
* Social movement and social revolutionary
* Common motivation, education
* Evolutionary changes, long standing suffering du e to Oppression

**FACTORS THAT FACILITATE SOCIAL CHANGES**

1. Physical environment- certain geographical changes, e.g. climate change, (changing the way we interact with our environment sometimes it can produce a great social change)
2. demographic,(biological factor)social economic characteristics of a population express statistically, such as age, sex, education level, income level, marital status, occupation, religion, birth rate , death rate, average age of marriage
3. cultural factors, - culture encompasses , beliefs, moral values, tradition, and laws, or (rules of behavior )
4. Ideational factors-this refers to how new ways of thinking, (ways of thinking are different in communities by means of communication and social interaction among individuals and groups) they are grouped into three categories…
* cognitive,
* emotional
* and social
1. economic factors, - factors affecting the economy ,involves, interest rate, tax rate , law, policies, wages and government activities
2. Political factors, these activities are related to governmental policies and its administration practices. Most business men would keep an eye on any political factors such as legislation or regulation, which could have a succession impact on how they are cooperates and its bottom line

**CHARACTERISTICS OF SOCIAL CHANGE**

1. Change is social
2. Change is universal
3. Continuous
4. Inevitable
5. Rate of change is not uniform
6. Temporal
7. Social change maybe planned or unplanned (earthquake , war)
8. Social change is multi-causal
9. Social change creates chain reactions
10. Prediction is uncertain- not known, definite-5