

# Contents

PREFACE ix

*Introduction* The Author as Geologist and Archaeologist  
of Sociology 1

*Social Geology* 1  
*Archaeology of Sociology* 4  
*Sociology of Sociology* 5

*Chapter 1* On Beginnings 8

*Sociological Beginnings* 8  
*Sociological Ideas* 13  
*Sources of Sociological Ideas* 18  
*Beginnings of Sociological Ideas* 21

*Chapter 2* In the Beginning: The Founding of Sociology  
in France 27

*Before Sociology* 27  
*The Roots of Sociology in France* 29  
*Auguste Comte and the Beginning of Sociology in France* 33  
Exhibit: Sociology in China: Beginning Again and Again 38  
*Émile Durkheim and the Institutionalization of Sociology in France* 40  
*Conclusion* 45

<i>Chapter 3</i>	<b>The Beginnings of a Sociologist: A Brief Biographical Sketch of Max Weber</b>	47
	<i>Weber's Life</i> 48	
	Exhibit: Pepper Schwartz: On Becoming a Sociologist of Intimate Sexual Relationships 50	
	<i>Weber's Work</i> 60	
	<i>Conclusion</i> 65	
<i>Chapter 4</i>	<b>The Beginnings of a Sociological School: Chicago Sociology from 1892 to 1935</b>	66
	<i>The Early Years</i> 68	
	<i>The Later Years</i> 77	
	<i>Reasons for the Decline of the Chicago School</i> 79	
	Exhibit: The Second Chicago School?: 1946–1952 80	
	<i>Women in the Early Years at the University of Chicago</i> 83	
	<i>Conclusion</i> 85	
<i>Chapter 5</i>	<b>Methodological and Theoretical Beginnings: The Chicago School, Participant Observation, and Symbolic Interactionism</b>	86
	<i>Participant Observation</i> 87	
	Exhibit: Quantitative Methods in the First and Second Chicago Schools 90	
	<i>Symbolic Interactionism</i> 99	
	<i>The Ideas of Erving Goffman</i> 102	
	Exhibit: Labeling Theory and the Second Chicago School 104	
	<i>Conclusion</i> 107	
<i>Chapter 6</i>	<b>The Emergence of a Sociological Specialty: The Case of the Sociology of Work</b>	108
	<i>Predecessors in the Sociological Study of Work</i> 109	
	<i>The Contributions of Everett Hughes</i> 113	
	<i>Hughes and His Students</i> 117	
	Exhibit: The Emergence of a Subspecialty: Women and Work 118	
	<i>Conclusion</i> 129	

<i>Chapter 7</i>	<b>The Beginnings of a Sociological Idea: McDonaldization</b>	131
	<i>How I Became Interested in McDonaldization</i>	131
	<i>The Spreading Tentacles of McDonaldization</i>	136
	Exhibit: The Beginnings of a Sociological Idea: Creditcardization I	140
	<i>Conclusion</i>	157
<i>Chapter 8</i>	<b>The Beginnings of Another Sociological Idea: Hyperrationality</b>	158
	<i>How I Became Interested in Hyperrationality</i>	158
	<i>Weber and Hyperrationality</i>	164
	Exhibit: The Beginnings of a Sociological Idea: Creditcardization II	166
	<i>Hyperrationality and the Rise of Japanese Industry</i>	172
	<i>A Note on the American Case</i>	180
	<i>Conclusion</i>	181
<i>Chapter 9</i>	<b>New Beginnings: Sociology Today and Tomorrow</b>	182
	<i>A Contemporary Case Study</i>	182
	<i>Challenges to Sociology in the Future</i>	187
	<b>BIBLIOGRAPHY</b>	190
	<b>INDEX</b>	203