

Our purpose in writing this text is to convey both the excitement of sociology and its relevance to our lives. The excitement of sociology comes from what it studies: social life and social organization. Sociology encompasses all aspects of society: family life, community change, individual development, group differences, and gender inequality, to name a few. It involves a unique way of looking at the world in which we live, forcing us to question the obvious and understand how society and behavior are patterned and organized. People are discovering that sociology provides them with unique skills and abilities in research methods, in applying social theory in the working world, and in using their understanding of social processes, organization, and change.

New to This Edition

As with each new edition, we have retained the characteristics of our *Introduction to Sociology* text that make it stand out and have incorporated updates and revisions to ensure accuracy and currency. This edition continues to include an emphasis on the relevance of sociology with sections in each chapter on how students can apply specific sociological theories and/or concepts to their professional and personal lives.

The major changes to this edition revolve around ensuring currency, accuracy, and formatting updates. We did not change the topics for the opening vignettes because they have been so favorably reviewed and because they retain their relevance to the central ideas of each chapter. However, each vignette has been updated to include reference to current events so that students can relate to them more effectively. All of the citations have been checked (and revised if necessary) to ensure that they are as current and accurate as possible. Almost every table and figure has been updated with the most current data available. Of course, the text has been revised where needed to broaden discussions that the authors deemed as especially important. For example, there is a new section on beliefs in Chapter 4 in the section dealing with the elements of culture. Chapter 5 contains a new section on role relationships with a focus on Talcott Parsons' pattern variables, an often-overlooked discussion in many contemporary introductory texts yet vitally important to understanding the impact that roles have on social interaction.

Changes to the format include moving the opening vignette from the very beginning of each chapter to embedding it in a box a little after the chapter begins, thus providing a better perspective from which the vignette can be understood. Key terms were included at the end of each chapter in previous editions, but this new edition places them in the margins in each chapter close to where they are discussed in the text. Most of the photographs have been changed to try to ensure relevance to the students' lives. This new edition also includes updated Pop Quizzes at the end of each chapter to further enhance student learning. We believe that our book offers a traditional, solid introduction to sociology that encourages students to see its relevance in their lives and the world around them.

SUPPLEMENTS & RESOURCES

Instructor Supplements

A complete teaching package is available for instructors who adopt this book. This package includes an **online lab**, **instructor’s manual**, **test bank**, **course management software**, and **PowerPoint™ slides**.

BVT <i>Lab</i>	An online lab is available for this textbook at www.BVTLab.com , as described in the BVT <i>Lab</i> section below.
Test Bank	An extensive test bank is available to instructors in both hard copy and electronic form. Each chapter has 120 to 150 multiple choice questions ranked by difficulty and style, as well as 20 written-answer questions. Each question is referenced to the appropriate section of the text to make test creation quick and easy.
Course Management Software	BVT’s course management software, Respondus, allows for the creation of tests and quizzes that can be downloaded directly into a wide variety of course management environments such as Blackboard, WebCT, Desire2Learn, ANGEL, E-Learning, eCollege, Canvas, Moodle, and others.
PowerPoint Slides	A set of PowerPoint slides includes about 30 slides per chapter, comprising a chapter overview, learning objectives, slides covering all key topics, key figures and charts, as well as summary and conclusion slides.

Student Resources

Student resources are available for this textbook at www.BVTLab.com. These resources are geared toward students needing additional assistance as well as those seeking complete mastery of the content. The following resources are available:

Practice Questions	Students can work through hundreds of practice questions online. Questions are multiple choice or true/false in format and are graded instantly for immediate feedback.
Flashcards	BVT <i>Lab</i> includes sets of flashcards for each chapter that reinforce the key terms and concepts from the textbook.
Chapter Summaries	A convenient and concise chapter summary is available as a study aid for each chapter.
PowerPoint Slides	All instructor PowerPoints are available for convenient lecture preparation and for students to view online for a study recap.

BVTLab

BVTLab is an affordable online lab for instructors and their students. It includes an online classroom with grade book and chat room, a homework grading system, extensive test banks for quizzes and exams, and a host of student study resources.

Course Setup	BVTLab has an easy-to-use, intuitive interface that allows instructors to quickly set up their courses and grade books, and to replicate them from section to section and semester to semester.
Grade Book	Using an assigned passcode, students register themselves in the grade book; all homework, quizzes, and tests are then automatically graded and recorded.
Chat Room	Instructors can post discussion threads to a class forum and then monitor and moderate student replies.
Student Resources	All student resources for this textbook are available in BVTLab in digital form.
eBook	A web-based eBook is available within the lab for easy reference during online classes, homework, and study sessions.

Even if a class is not taught in the lab, students can still utilize the many student resources described above

Customization

BVT's Custom Publishing Division can help you modify this book's content to satisfy your specific instructional needs. The following are examples of customization:

- Rearrangement of chapters to follow the order of your syllabus
- Deletion of chapters not covered in your course
- Addition of paragraphs, sections, or chapters you or your colleagues have written for this course
- Editing of the existing content, down to the word level
- Customization of the accompanying student resources and online lab
- Addition of handouts, lecture notes, syllabus, etc.
- Incorporation of student worksheets into the textbook

All of these customizations will be professionally typeset to produce a seamless textbook of the highest quality, with an updated table of contents and index to reflect the customized content.