society
refers to the way people organise themselves

culture
refers to the values, arts, technology, laws and beliefs that bind a society together

persons
individuals who are shaped by their society and culture. they develop a social and cultural identity, and learn to communicate with other persons in a society

environment
physical setting of a society

time
past, present and future
also indicator of continuity and change

power
allows people to bring others to do things they may not normally do

authority
legitimate use of influence/persuasion

gender
how society constructs the differences between men and women

technology
tools that make life easier

sociology
primarily concerned with how urban and national societies work

anthropology
study of human societies and cultures

psychology
seeks to explain the behaviour of both humans and animals

social ecology
explores the rich diversity of relationships between the personal, the social and the environment, emphasises proactivity, creativity, participation and reflective thinking

micro world
PERSONAL EXPERIANCE, things you have done and seen first hand influence all you do and know

macro world
PUBLIC KNOWLAGE, learnt things not from personal experience but consulting sources

primary research
used to gain first hand information. surveys, interview, content analysis etc.

secondary research
builds upon work of others. working from primary research, used to support one owns work. internet research

quantitative research
produces measurable data (numbers). easy to compare. hard to find large enough sample size to make findings meaningful

qualitative research
requires good deal of interpretation by researcher (interviews, doesn't produce numerical data). biggest danger is accepting information uncritically. mostly opinion, not fact. needs to be evaluated before final report

SOCIALY AND CULTURAL LITERACY

- self aware, with a sense of personal, social and cultural identity
- take interest in, observes and asks questions about the micro (immediate) and macro (wider) world
- discernment towards media
- capable of informed decision making
- takes considered action on social issues
- empathises with people of different societies and social issues
- communicates effectively
- understands continuity and change
- shows concern for the welfare, rights and dignity of all people

MASAI CULTURE

similar   different   opposite

- live on Great Rift Valley in Kenya (East Africa)
- have lived on these traditional lands and retained control of most of them during colonisation because of much feared warrior status
- retained much of their traditional culture, customs and way of life
- very few use technology and go to school
- elders see school as a waste of time
- elders have authority over tribe

gender
- men, child → moran (warrior) → elder
- women, responsible for running household, little say in major decisions, builds own hut and are responsible for maintaining her own hut

rituals
- different ritual at different life stages
- males circumcised during transition of becoming a worrior. also have heads shaved
- olngesherr is ritual of becoming an elder. involves head being shaved. only circumcised women may marry

responsiblities
- womens responsibility to maintain her hut
- responsibility of bring up a child is done by whole community
- children are responsible for simple tasks (e.g. herding lambs), but are not punished if not done correctly
- worriors responsible for protecting tribe
- elders responsible for maintaining tradition

power
- warriors, fighting
- women, choice of lover
- males, decision making

authority
- elders – laws, decision making, customs
- mothers – rites of passage
- parents – roll models

technology
- little obvious use
- some western technology increasing
- education increasing in importance

environment
- savannah
- dry, 2 seasons
- large, wild animals
- loss of traditional lands