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| **Sociology of the Social (common sense)** | **Sociology of Associations** |
| Advances the existence of ‘society’, ‘social dimension’ | No ‘social dimension’ |
| ‘Social context’: separated domain of reality in which non-social activities take place | No ‘social context’, no distinct domain of reality to which the label ‘social’ or ‘society’ could be attributed |
| Social aggregate exists behind activites [law, science, …] | Nothing behind activities. Activities may be linked in a way that *does* or *does not* produce a society |
| ‘Social’ if possesses specific properties | ‘social’ as a very peculiar movement of re-association and reassembling. Visible only by the *traces* it leaves when a *new* association is being produced between non-social elements |
| ‘Social’ is glue that can fix everything | ‘Social’ is what is glued together by many *other* types of connectors |
| Separated domain can be used to* Explain specifically social phenomena
* Explain ‘social aspects’ of other non-social domains
 | No ‘social force’ available to explain the residual features other domains cannot account for |
| Ordinary agents embedded in the social world (‘informants’). Fully visible only to social scientist | Actors know what they’re doing, more than ‘mere informants’ 🡪 Task of defining and ordering the social world |
| Method: Settle controversies | Method: let actors deploy the full range of controversies in which they are immersed |
| Society made of social ties | Associations are made of non-social ties |
| Pre-relativist: fixed frame of reference | Fully relativist: ability to move between frames of reference |
| Social scientists impose some order & limits, teach actors what they are, add reflexivity to actors’ blind practice.  | Social scientists ‘follow the actors’ & travel wherever new heterogeneous associations are made |
| Convenient shorthand of the social | Costly longhand of associations |
| Explanation begins with society | Explanation ends with society |
| Optimal for: most situations and situations evolving slowly | Optimal for: active, warm, extreme situations |



Sokal & Bricmont (*Fashionable Nonsense*):

Frame of reference

= Scheme for assigning spatial and temporal coordinates (x,y,z,t) to “events”

e.g. Event in NYC: 6th Avenue (x), 42nd Street (y), 30 meters above ground level (z), at noon on May 1, 1998 (t).

Misunderstandings:

1. Thinks relativity is concerned with the relative location (rather than relative motion)
2. Thinks 3rd reference frame is crucial. Also, stresses the need to discipline human observers
3. Emphasizes alleged role of the ‘enunciator’ (reference frame with privileged role)