**Assignment #2 – Developmental Readings**

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**Developmental Readings**

I must offer developmental readings for this assignment, which uses sociologists' cultural analysis paradigm. Institutions, media, and organizations shape culture, which affects social behavior, standards, and values. These works present many perspectives.

**Source 1: Nelson, L. K. (2020). *Computational grounded theory: A methodological framework.* *Sociological Methods & Research, 49*(1), 3-42.**

**Comment 1:**  
**Quote/Paraphrase:**  
"Computational grounded theory provides a systematic method for handling large qualitative datasets, offering new insights into how cultural phenomena shape social behaviour by analysing patterns of interaction and discourse" (Nelson, 1).

**Essential Element:**

This comment is associated with **Developing Persuasive Argument.**

**Additive/Variant Analysis:**

This supports the idea that a culture's complex structure comprises language, social norms, and technology. Nelson's sociology-technology study sheds light on cultural trends' origins and endurance. This innovative approach shows that digital data and interactions may be used to study modern culture, offering a new viewpoint on social norms and behaviour.

**Contextualization:**  
According to my essay, cultural practices are shaped by both social conventions and new technologies. Nelson's study confirms this claim. In this connected world, it's important to understand how computers, social media, and the internet affect social interactions and cultural norms. In my own experience, social media and other internet platforms create new opportunities for cultural expression and involvement. Online communities can create new subcultures that challenge the dominant culture, as Gramsci and other cultural hegemony theorists predicted.

**Source 2: Redshaw, T. (2020). *What is digital society? Reflections on the aims and purpose of digital sociology.***

**Comment 2:**  
**Quote/Paraphrase:**  
"Digital sociology explores how technological changes influence society’s cultural norms, focusing on how the digital environment creates new forms of social relationships, while simultaneously reshaping traditional structures of power and identity" (Redshaw, 2020, 8.

**Essential Element:**

This comment is associated with **Persuasive Writing Techniques.**

**Additive/Variant Analysis:**

This source can explore how digital technology affects culture and society. Redshaw claims that new digital platforms have altered societal norms, reinforcing the premise that culture transcends religion and family. This interpretation is vital to contemporary sociological analyses since it convincingly argues that digital sociology can help cultural studies.

**Contextualization:**  
This reading is pertinent to my academic background, as technology has changed communication and connection development. For instance, social media has created a new online society that challenges communication and individuality standards. As I mentioned in my sociological theory discussion, the digital era gives a new opportunity to study culture, comparable to how traditional sociological models like Gramsci's cultural hegemony aimed to comprehend dominant cultural narratives.

**Source 3: Xu, B., & Lo, M. C. M. (2022). *Toward a cultural sociology of disaster: Introduction.* *Poetics, 93*, 101682.**

**Comment 3:**

**Quote/Paraphrase:**

"Disasters provide a unique lens for studying the intersection of culture and social structure, as they force societies to confront vulnerabilities in their existing cultural frameworks and social institutions" (Xu & Lo, 2022, p.

**Essential Element:**

This comment is associated with **Student-selected Keyword Search Terms for Essay.**

**Additive/Variant Analysis:**

This source illuminates cultural-social interactions, especially in crises. Disasters reveal societal faults and how cultural practices and norms adapt to or oppose change, as the authors demonstrate. This supports my claim that studying social institutions like families, communities, and economies may illuminate the complicated link between culture and social behavior. Tragedies show how cultural norms interact with structural norms and can be robust or readily disrupted.

**Contextualization:**  
This source supports my idea that civilization is dynamic and vulnerable to natural disasters. After natural disasters like earthquakes or hurricanes, community response and resource allocation may reveal cultural ideals of individualism or solidarity. After natural calamities, my towns learn they must work together and share values to survive. This supports the sociological view that culture is dynamic and influenced by outside forces.

**Source 4: Kuss, D. J., & Griffiths, M. D. (2017). *Social networking sites and addiction: Ten lessons learned.* *International Journal of Environmental Research and Public Health, 14*(3), 311.**

**Comment 4:**

**Quote/Paraphrase:**  
"The addictive nature of social networking sites is largely due to their ability to tap into human psychology, providing immediate rewards and reinforcing behaviors that promote constant engagement, often at the cost of real-life relationships" (Kuss and Griffiths, 2017, page 314).

**Essential Element:**

This comment is associated with **Persuasive Writing Techniques.**

**Additive/Variant Analysis:**

This study supports the claim that social media and other modern technologies strongly influence behavior and social norms. This study's findings on social media's effects on mental and interpersonal health offer important insights into how social media normalizes addictive behaviors. It adds a psychological viewpoint to sociology by examining technological effects on culture and behavior.

**Contextualization:**  
Reading about how social media affects people's emotions and behavior confirms my own observations. I've found that many people, especially younger ones, let their social media addiction impair their relationships and class performance. Sociologists like Gramsci have shown that cultural practices like social media can have unexpected repercussions. Consumerism and superficiality can be supported by these effects.

**Conclusion**

These developmental readings strengthen cultural sociology discourse by investigating how technology advances, natural disasters, and social media affect society and culture. My claims on social systems, culture, and technology are supported by key works and scholarly journal articles. These examples demonstrate that internal and external variables change culture. These materials will help me write a compelling essay by illuminating the relationship between identity, culture, and behavior and illustrating how culture affects social behavior.

**Works Cited**

Kuss, D. J., & Griffiths, M. D. (2017). Social networking sites and addiction: Ten lessons learned. *International Journal of Environmental Research and Public Health, 14*(3), 311.

Nelson, L. K. (2020). Computational grounded theory: A methodological framework. *Sociological Methods & Research, 49*(1), 3-42.

Redshaw, T. (2020). What is digital society? Reflections on the aims and purpose of digital sociology.

Xu, B., & Lo, M. C. M. (2022). Toward a cultural sociology of disaster: Introduction. *Poetics, 93*, 101682.