

**lecture 9:**

**Labeling & Moral Entrepreneurs**

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**theories of individual deviance:  
labeling (Becker 1963)**

- Assumptions
  - Societal reaction defines and creates deviance
  - Labels affect identity and self-concept
  - Conflict, not consensus on norms
- Concepts
  1. Primary and secondary deviance (Lemert)
  2. "Rule-breaking behavior" vs Deviance
  3. Moral entrepreneurs (Tuggle & Holmes)
    - Create and enforce deviant categories
    - Crusading reformers, experts, rule enforcers
    - "Status politics" of competing groups
  4. Deviant Careers

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**2. rule-breaking vs deviance**

	Behavior	
	Obedient	Rule Breaking
Perceived as Deviant	<i>Falsely Accused</i>	Pure Deviant
Not Perceived as Deviant	Conforming	<i>Secret Deviant</i>

**3. moral entrepreneurs create deviance by making the rules whose infraction constitutes deviance, & by applying those rules to particular people & labeling them as outsiders**

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**Erving Goffman: *Stigma and "Spoiled Identity"* (1963)**

- Social life as a stage, a drama
- **Stigma** as an "undesired differentness" turning others away (3 types)
  1. Physical deformities ("abominations of the body")
  2. Blemishes of individual character (e.g., addiction)
  3. Tribal stigmas of race, nation, religion
- **Two groups**
  - The discredited - cannot hide or have revealed trait
    - Must manage tension in interaction
  - The discreditable - concealable traits
    - Must avoid the damage by concealing trait
- **Impression management/information control**  
- trying to control the reactions of others by manipulating what we reveal about ourselves

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**joel best on rise of labeling**

- labeling "more a sensibility than a theory"
  - qualitative, critical, hipster (?) worldview
  - who were the villains and fools? heros?
- Becker: Don't ask why some people commit deviant acts, but "why are some acts sanctioned and labeled as deviant?"
  - Questions authority: "whose side are we on?"
- Goffman: a problem of "spoiled identities" (acts, physical characteristics)
- *Five minute video: Gattaca*

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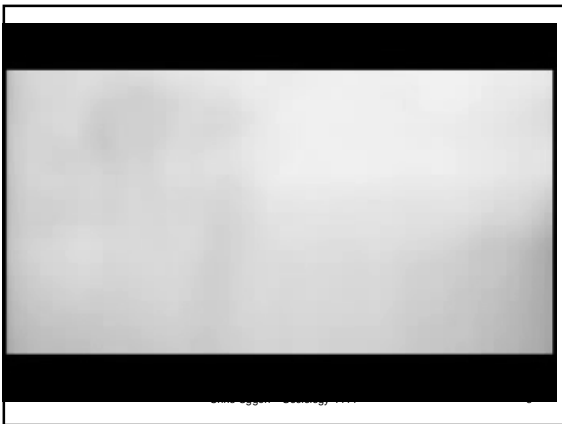
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**one career sequence**

1. A nonconforming act (use meth)
2. Learn deviant motives and interests (with other users)
3. Public labeling ("addict")
4. Cut off from conventional (SFP)
5. Move to organized deviant group or subculture (all friends are users)

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**critique**

- Explaining primary deviance or rule-breaking
  - Careers in "secret deviance"
- Variation in labels
  - Formal v. informal
  - Severity or stigma
- Class bias? [elite rule-breaking?]
- Research evidence spotty

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**lessons**

- Rules are not made automatically
- Labels have consequences
  - Negative: societal reaction ("helping") can make things worse
  - Positive: "Mathew" effect (science gives credit to those already famous)
- Deviance as a process, sequence, or career (mental illness)

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### sample questions

1. The rarity of conduct is emphasized by which definition of deviance?
  - a. statistical
  - b. absolutist
  - c. reactionist
  - d. normative
2. What type of norm tells people what they "ought" to do?
  - a. normative
  - b. prescriptive
  - c. proscriptive
  - d. postscriptive
  - e. inscriptive
3. Opposition to marijuana use, nudity, and distribution of pornography originated from what group?
  - a. moral entrepreneurs
  - b. norm promoters
  - c. norm influencers
  - d. norm builders
  - e. sociologists

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4. \_\_\_\_\_ develops when one becomes committed to deviance and performing deviant roles.
  - a. Ultimate deviance
  - b. Secondary deviance
  - c. Primary deviance
  - d. Tertiary deviance
5. The view that law comes about because certain groups have enough power to legislate their interests into law is the \_\_\_\_\_ model.
  - a. control
  - b. conflict
  - c. reactionist
  - d. consensus
  - e. Conformity
6. If Uggen tries to justify his deviant act after committing it, the term \_\_\_\_\_ is used, but if his justification precedes the act, the term \_\_\_\_\_ is used.
  - a. neutralization; rationalization
  - b. rationalization; neutralization
  - c. justification; compensation
  - d. compensation; justification

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7. Hedonism, the choice of behavior that would maximize an individual's pleasure and minimize pain, is an example from which model of deviance?
  - a. Biological
  - b. Psychiatric
  - c. Psychological
  - d. Psychoanalytic
  - e. Rational Choice
8. While Hank is just as deviant as Frank, Hank appears more apologetic for his actions. Because of this, he rarely gets into trouble. Chambliss attributes this to differences in their \_\_\_\_\_.
  - a. Demeanor
  - b. Awareness
  - c. Level of societal conformity
  - d. Visibility
9. Tittle and Paternoster's typology of deviance included all of the following except:
  - a. apostasy
  - b. indiscretion
  - c. alienation
  - d. ardor
  - e. disruption

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10. According to Heckert, there is no such thing as positive deviance  
a. true  
b. false

11. According to lecture, paying people to obey the law would be an example of a \_\_\_\_\_ solution to the Hobbesian problem of order.  
a. normative  
b. statistical  
c. coercive  
d. exchange

12. Both the excerpt from Anderson and the *Bowling for Columbine* clip suggest a process of \_\_\_\_\_ occurring between young men of color and social control agents.  
a. deviance romanticization  
b. deviance amplification  
c. systemic nullification  
d. all of the above

13. In their study of deviant careers, Uggen and Thompson found that illegal earnings decrease when criminal offenders  
a. live with their spouses or partners  
b. avoid cocaine and heroin  
c. maintain employment  
d. all of the above

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### Short Essays

- Using the example of nudity at the 2004 Super Bowl, compare and contrast the statistical, absolutist, reactionist, and normative definition of deviance.
- Using "parade stripping" as an example, give examples of negative, positive, formal, and informal sanctions that might be used to intensify or stop the behavior.
- Using the example of a cocaine user in treatment, explain how the application of social control may unintentionally intensify or reinforce deviant activity.
- Explain at least 3 deviance management techniques that a released sex offender might use.

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### next

- **Lecture: Social Control, Differential Association, and Learning Theories**
  - Exam prep/groups
  - Clinard and Meier: 5. Control, and Learning Theories pp. 112-127
  - Adler & Adler: 8. Hirschi, Control Theory pp. 77-85
  - Adler & Adler: 6. Sutherland and Cressey, Differential Association pp. 69-71
  - Best: 3. Labeling under Attack, pp. 33-51

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