**STUDY GUIDE: CHAPTER 3 Sociology and You**

**Part A.**

Directions: Based on your reading of the chapter, provide responses to the following questions.

1. How does culture affect social behavior?
2. How does heredity affect social behavior?
3. How are language and culture related?
4. What are the essential components of culture?
5. Why is culture more important than instinct in determining human behavior?
6. How do norms affect the way we live our lives?
7. Distinguish among the three basic types of norms.
8. Why are values important?
9. What is the difference between ideal culture and real culture?

Part B.

Complete the Sociology Vocabulary Chart below.

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| **Word** | **Definition** | **Example** | **Drawing of the word** |
| **beliefs** |  |  |  |
| **cultural relativism** |  |  |  |
| **diffusion** |  |  |  |
| **folkways** |  |  |  |
| **formal sanctions** |  |  |  |
| **material culture** |  |  |  |
| **informal sanctions** |  |  |  |
| **laws** |  |  |  |
| **mores** |  |  |  |
| **norms** |  |  |  |
| **Sapir-Whorf Hypothesis** |  |  |  |
| **subculture** |  |  |  |
| **taboos** |  |  |  |
| **values** |  |  |  |