



Social Mindscapes: An Invitation to Cognitive Sociology

By Eviatar Zerubavel

Download now

Read Online 

Social Mindscapes: An Invitation to Cognitive Sociology By Eviatar Zerubavel

Why do we eat sardines, but never goldfish; ducks, but never parrots? Why does adding cheese make a hamburger a "cheeseburger" whereas adding ketchup does not make it a "ketchupburger"? By the same token, how do we determine which things said at a meeting should be included in the minutes and which ought to be considered "off the record" and officially disregarded?

In this wide-ranging and provocative book, Eviatar Zerubavel argues that cognitive science cannot answer these questions, since it addresses cognition on only two levels: the individual and the universal. To fill the gap between the Romantic vision of the solitary thinker whose thoughts are the product of unique experience, and the cognitive-psychological view, which revolves around the search for the universal foundations of human cognition, Zerubavel charts an expansive social realm of mind--a domain that focuses on the conventional, normative aspects of the way we think.

With witty anecdote and revealing analogy, Zerubavel illuminates the social foundation of mental actions such as perceiving, attending, classifying, remembering, assigning meaning, and reckoning the time. What takes place inside our heads, he reminds us, is deeply affected by our social environments, which are typically groups that are larger than the individual yet considerably smaller than the human race. Thus, we develop a nonuniversal software for thinking as Americans or Chinese, lawyers or teachers, Catholics or Jews, Baby Boomers or Gen-Xers. Zerubavel explores the fascinating ways in which thought communities carve up and classify reality, assign meanings, and perceive things, "defamiliarizing" in the process many taken-for-granted assumptions.

 [Download Social Mindscapes: An Invitation to Cognitive Soci ...pdf](#)

 [Read Online Social Mindscapes: An Invitation to Cognitive So ...pdf](#)

Social Mindscapes: An Invitation to Cognitive Sociology

By Eviatar Zerubavel

Social Mindscapes: An Invitation to Cognitive Sociology By Eviatar Zerubavel

Why do we eat sardines, but never goldfish; ducks, but never parrots? Why does adding cheese make a hamburger a "cheeseburger" whereas adding ketchup does not make it a "ketchupburger"? By the same token, how do we determine which things said at a meeting should be included in the minutes and which ought to be considered "off the record" and officially disregarded?

In this wide-ranging and provocative book, Eviatar Zerubavel argues that cognitive science cannot answer these questions, since it addresses cognition on only two levels: the individual and the universal. To fill the gap between the Romantic vision of the solitary thinker whose thoughts are the product of unique experience, and the cognitive-psychological view, which revolves around the search for the universal foundations of human cognition, Zerubavel charts an expansive social realm of mind--a domain that focuses on the conventional, normative aspects of the way we think.

With witty anecdote and revealing analogy, Zerubavel illuminates the social foundation of mental actions such as perceiving, attending, classifying, remembering, assigning meaning, and reckoning the time. What takes place inside our heads, he reminds us, is deeply affected by our social environments, which are typically groups that are larger than the individual yet considerably smaller than the human race. Thus, we develop a nonuniversal software for thinking as Americans or Chinese, lawyers or teachers, Catholics or Jews, Baby Boomers or Gen-Xers. Zerubavel explores the fascinating ways in which thought communities carve up and classify reality, assign meanings, and perceive things, "defamiliarizing" in the process many taken-for-granted assumptions.

Social Mindscapes: An Invitation to Cognitive Sociology By Eviatar Zerubavel Bibliography

- Sales Rank: #459660 in Books
- Brand: Brand: Harvard University Press
- Published on: 1999-10-15
- Released on: 1999-09-19
- Original language: English
- Number of items: 1
- Dimensions: 8.30" h x .46" w x 5.54" l, .46 pounds
- Binding: Paperback
- 176 pages



[Download Social Mindscapes: An Invitation to Cognitive Soci ...pdf](#)



[Read Online Social Mindscapes: An Invitation to Cognitive So ...pdf](#)

Download and Read Free Online Social Mindscapes: An Invitation to Cognitive Sociology By Eviatar Zerubavel

Editorial Review

Review

One can perceive a cognitive turn in much of sociology over the past decade, but its progress has been more halting than in other fields, in part because we have had no natural framework for thinking about the role of cognition in social relations. *Social Mindscapes* provides such a framework. Eviatar Zerubavel has given us the field-defining primer we have needed, an invitation to cognitive sociology written with sufficient sophistication that senior scholars will find it engaging and persuasive, yet with such grace and clarity that students will also understand and learn from it. (Paul DiMaggio, Princeton University)

This book extends the tradition of Karl Mannheim and Erving Goffman in an exciting search for the social roots of ideas. (Lewis A. Coser, Boston University)

Zerubavel, who has done pioneering work on the social construction of time, here expands his approach to include a broad spectrum of cognitive processes. This is an important book--sophisticated, well argued, comprehensive--and, last not least, eminently readable. (Peter L. Berger, Boston University)

The author--a sociologist--proposes that sociology takes into account cognition and the ideas of cognitive science, only to return to the problem of knowledge from a sociological perspective and denounce cognitive science's emphasis on the individual thinker and the discovery of universal laws of cognitive functioning, at the expense of contextual and cultural factors. The book is very well written and will be of interest to psychologists who dislike individualistic accounts of intelligence and look for a more contextualised approach to cognition. (*Infancia y Aprendizaje [Italy]*)

Review

One can perceive a cognitive turn in much of sociology over the past decade, but its progress has been more halting than in other fields, in part because we have had no natural framework for thinking about the role of cognition in social relations. *Social Mindscapes* provides such a framework. Eviatar Zerubavel has given us the field-defining primer we have needed, an invitation to cognitive sociology written with sufficient sophistication that senior scholars will find it engaging and persuasive, yet with such grace and clarity that students will also understand and learn from it. (Paul DiMaggio, Princeton University)

From the Back Cover

Cognitive science addresses cognition on two levels: the individual and the universal. To fill the gap between the Romantic vision of the solitary thinker, whose thoughts are the product of unique experience, and the cognitive-psychological view that revolves around the search for the universal foundations of human cognition, Zerubavel charts an expansive social realm of mind -- a domain that focuses on the conventional, normative aspects of the way we think.

Users Review

From reader reviews:

Jesus Sandiford:

Information is provisions for people to get better life, information currently can get by anyone with

everywhere. The information can be a understanding or any news even a problem. What people must be consider when those information which is inside former life are hard to be find than now's taking seriously which one would work to believe or which one the particular resource are convinced. If you have the unstable resource then you obtain it as your main information it will have huge disadvantage for you. All those possibilities will not happen inside you if you take Social Mindscapes: An Invitation to Cognitive Sociology as your daily resource information.

Tyrone Smith:

Reading a book tends to be new life style on this era globalization. With examining you can get a lot of information that can give you benefit in your life. Together with book everyone in this world can share their idea. Publications can also inspire a lot of people. A lot of author can inspire all their reader with their story or even their experience. Not only the story that share in the textbooks. But also they write about advantage about something that you need example. How to get the good score toefl, or how to teach your sons or daughters, there are many kinds of book which exist now. The authors on this planet always try to improve their talent in writing, they also doing some research before they write on their book. One of them is this Social Mindscapes: An Invitation to Cognitive Sociology.

Martin Hobson:

The book with title Social Mindscapes: An Invitation to Cognitive Sociology has a lot of information that you can study it. You can get a lot of advantage after read this book. This particular book exist new knowledge the information that exist in this e-book represented the condition of the world currently. That is important to yo7u to find out how the improvement of the world. This kind of book will bring you within new era of the the positive effect. You can read the e-book on your own smart phone, so you can read the idea anywhere you want.

Andre Smith:

Don't be worry if you are afraid that this book will filled the space in your house, you can have it in e-book means, more simple and reachable. This Social Mindscapes: An Invitation to Cognitive Sociology can give you a lot of pals because by you taking a look at this one book you have matter that they don't and make a person more like an interesting person. This particular book can be one of a step for you to get success. This guide offer you information that might be your friend doesn't learn, by knowing more than other make you to be great persons. So , why hesitate? We need to have Social Mindscapes: An Invitation to Cognitive Sociology.

Download and Read Online Social Mindscapes: An Invitation to Cognitive Sociology By Eviatar Zerubavel #6LO3J1YXQ5P

Read Social Mindscapes: An Invitation to Cognitive Sociology By Eviatar Zerubavel for online ebook

Social Mindscapes: An Invitation to Cognitive Sociology By Eviatar Zerubavel Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Social Mindscapes: An Invitation to Cognitive Sociology By Eviatar Zerubavel books to read online.

Online Social Mindscapes: An Invitation to Cognitive Sociology By Eviatar Zerubavel ebook PDF download

Social Mindscapes: An Invitation to Cognitive Sociology By Eviatar Zerubavel Doc

Social Mindscapes: An Invitation to Cognitive Sociology By Eviatar Zerubavel Mobipocket

Social Mindscapes: An Invitation to Cognitive Sociology By Eviatar Zerubavel EPub

6LO3J1YXQ5P: Social Mindscapes: An Invitation to Cognitive Sociology By Eviatar Zerubavel