

Annotated Review

Student's Name

Institutional Affiliation

Course

Date

Heading: Annotated Review

Chapter Title: Social Innovation: How Societies Find the Power to Change

Summary

The author notes that people have deserted sociology as a field of study because most of them consider it easy, obvious, and irrelevant as a course. Consequently, this has affected the public perception of sociology in the UK as well as the other parts of the world. Mulgan (2019) notes that there are seven building blocks to reviving sociology: observation, public engagement, richer theory, numbers and patterns, communication, action, and ethical purpose. According to the author, close observation, which includes seeing things as they are, talking to people, and understanding behaviors and relationships plays a vital role in understanding and investigating social phenomena. As with many dramatic events that attract a massive public engagement, such is required to revive sociology. The hunger to understand the dynamics of change can be overcome by developing richer theories that are rooted in time and offer new insights. The author also notes that quantitative analysis in sociological studies ought to turn numbers and patterns into counter-intuitive insights. At the same time, sociologists need to communicate to the public about fascinating things of the social world as well as taking the necessary actions to create new organizations and approaches in response to world needs. Lastly, sociologists need to correct the mistakes of 1960s sociology by reigniting sociology's sense of mission.

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Mulgan (2019) highlights some pertinent issues facing sociology as a discipline, the challenges facing sociology, and the strategies that modern sociologists should adopt to get sociology back on track. While it is true that most people have deserted sociology, it still plays a vital role in today's world. The reason why most people consider the field irrelevant is that they

cannot find its economic significance. Today's world is fast evolving, and most people are concerned with courses and professions that help them understand the world economy subject to the economic crisis, inflation, and unemployment that constantly keep affecting people's lives. Regardless, even in challenging economic conditions, sociology has its role. First, sociology helps societies make sense of the world around them. Secondly, sociology plays a vital role in the peaceful coexistence of societies. Social phenomena and understanding of social behavior all bear a sociological perspective (Kornblum, 2011). Sociology affects what decisions and policies we make. The idea that sociology is irrelevant and too easy to pursue is exaggerated because most of the problems we face today can be solved using sociology.

Just the same way that the Institute of Community Studies sparked massive enrolment into sociology, a strong sense of mission can be reignited through observation, public engagement, richer theory, numbers and patterns, communication, action, and ethical purpose so as to put sociology back to its position. Despite the emphasis placed on economics and related courses, from a broader perspective, things around us, be it the constantly changing technology, population, social institutions, and the environment, can all bring about social change need to restore sociology (Edmunds and Turner, 2005). Lastly, there is the need to focus on primary data to make new insights because secondary data have been overused and could be the contributing factor why sociology is considered easy and irrelevant.

Conclusion

The study notes that sociology does not hold the same position it did in the 1960s. Most people have deserted sociology subject to the economic and financial crisis the world is experiencing. The chapter aims at setting a solid mission to have sociology back to its roots. Despite the challenges facing sociology, it is vital since it helps societies make sense of the world

around them. Accordingly, the seven building blocks of sociology that would help re-energize sociological imagination in today's world include observation, public engagement, richer theory, numbers and patterns, communication, action, and ethical purpose.

References

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- Kornblum, W. (2011). *Sociology in a changing world*. Nelson Education.
- Mulgan, G. (2019). *Social Innovation: How societies find the power to change*. Policy Press.