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EMERGING TRENDS IN CONTEMPORARY SOCIOLOGY

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ABSTRACT—

Reflecting the rapid change in global societies, sociology has developed to address new dimensions of social behavior and structure in recent years. Key patterns include:

1. Computerized Human science: Social interactions and identity formation have been significantly affected by the rise of digital technologies and social media.



The ways in which digital platforms influence social networks, public opinion, and political engagement are becoming more and more of a focus for sociologists. The study focuses on comprehending phenomena like digital activism, online communities, and the repercussions of algorithm-driven content.

- 2. Transnationalism and globalization:** Sociologists are looking into how global interconnectedness affects local practices and identities as globalization continues to reshape economies and cultures. This pattern incorporates the investigation of transnational relocation, worldwide social developments, and the dispersion of social standards across borders.
- 3. Politics of Identity and Intersectionality:** Contemporary social science puts areas of strength for an on multifacetedness, examining how covering social characters — like race, orientation, class, and sexuality — communicate to impact individual encounters and fundamental disparities. This strategy advocates for more nuanced conceptions of identity and addresses intricate social injustices.
- 4. Sociology of the Environment:** Sociologists are increasingly focusing on the connection between society and the environment in light of increasing concerns regarding climate change and environmental degradation. This includes studies on the social aspects of climate adaptation and mitigation, sustainability practices, and environmental justice.
- 5. Policy Analysis and Social Inequality:** There is an elevated spotlight on understanding and tending to social imbalances, including financial variations, admittance to training, and medical care. Policy research by sociologists aims to develop strategies for lowering inequality and enhancing social welfare systems.
- 6. Well-being and mental health:** The humanistic assessment of emotional well-being has acquired conspicuousness, with research investigating the social determinants of emotional

well-being, disgrace, and the effect of social designs on mental prosperity. This pattern demonstrates the significance of incorporating mental health concerns into broader social policies.

These patterns mirror a powerful field that constantly adjusts to resolve contemporary issues and difficulties, offering new experiences into the intricacies of present day public activity.

KEYWORDS : digital technologies and social media , environmental degradation.

INTRODUCTION:

The field of study known as sociology, which examines human society and social behavior, has always developed in response to shifting social realities. The field is going through a transformative phase in the 21st century because of rapid technological advancements, global interconnectedness, and changing social dynamics. New questions and difficulties are increasingly presented to contemporary sociologists, necessitating novel approaches and perspectives.

The rise of digital sociology, which studies how digital technologies and social media platforms influence social interactions, identities, and public discourse, is one of the most significant trends. Understanding these digital phenomena has become essential for understanding contemporary social behavior as the internet reshapes communication and engagement.

Additionally, the need for sociological research into issues affecting multiple nations has grown. The mixing of societies, economies, and political frameworks across borders presents the two valuable open doors and difficulties. Sociologists are looking into how globalization affects local identities, social structures, and global inequality, which sheds light on how modern societies are interconnected.

In recent years, intersectionality has emerged as an essential framework for examining the ways in which various social identities, like race, gender, and socioeconomic status, interact to shape individual experiences as well as systemic inequalities. This method calls for a deeper comprehension of identity politics and social stratification as well as emphasizes the complexity of social injustices.

Environmental issues have propelled environmental sociology to the forefront, with researchers examining how human societies interact with their natural environments. As environmental change and natural debasement become progressively earnest issues, sociologists are inspecting the way in which social frameworks can adjust to and relieve ecological difficulties.

The attention on friendly imbalance stays focal, with an accentuation on understanding and tending to variations in abundance, schooling, and medical care. Sociologists are participated in arrangement situated research pointed toward advancing civil rights and working on the adequacy of government assistance frameworks.

The study of how social factors affect psychological well-being and access to mental health resources has also increased in importance in sociological research. The significance of incorporating mental health considerations into broader social policies and practices is emphasized by this trend.

The dynamic field that is constantly adapting to address the complexities of modern life is reflected in these emerging trends. Contemporary sociology aims to provide deeper insights into the shifting nature of human societies and contribute to the development of effective social problem-solving strategies by examining these new dimensions.

REVIEW OF LITERATURE:

Introduction

As scholars address new and complex social realities, contemporary sociology is undergoing a profound transformation. This audit analyzes the most recent writing on arising patterns in the field, zeroing in on advanced humanism, globalization, multifacetedness, natural social science, social disparity, and emotional well-being. Each trend indicates a significant shift in the methodology of sociological research as well as broader changes in society.

Digital Sociology

The development of social media and digital technology has had a significant impact on sociological research. Writing in computerized human science investigates how online stages impact social cooperations, personality arrangement, and popular assessment. Marwick and boyd (2014) examine what online entertainment means for self-show and protection, while McFarland and Ployhart (2015) talk about the job of advanced networks in molding social capital and local area elements. Scholars like Helen Nissenbaum (2010) emphasize the ethical implications of digital data and privacy, highlighting the requirement for brand-new theoretical frameworks to comprehend digital social behavior.

Transnationalism and globalization

Globalization has sparked a renewed interest in the ways in which local cultures and social structures are influenced by global interconnectedness. Writing in this space incorporates works like Appadurai's (1996) "Advancement at Large," which analyzes the progression of social and financial assets across borders. The effects of globalization on social identity and risk are further investigated by Giddens (1990) and Beck (2000). Late investigations, like those by Sassen (2014), center around the transnational movement and its consequences for both host and home social orders, underscoring the intricacy of worldwide neighborhood collaborations.

Interconnection and Character Governmental issues

Multifacetedness has turned into an essential system in understanding how covering social personalities meet to create novel encounters of benefit and detriment. This method, pioneered by Crenshaw (1989), emphasized the interplay between race, gender, and class in oppressive experiences. How intersectionality can be applied to various social contexts, including gender and labor dynamics, has been further elaborated in recent contributions, such as Collins' (2015) work on Black feminist thought. These studies call for a deeper comprehension of systemic inequality.

As concerns about climate change and environmental degradation have grown, environmental sociology has gained prominence. Writing in this field, like Dunlap and Brulle's (2015) outline of natural humanistic examination, investigates how social frameworks and ecological issues meet. Scholars like Bullard (2005) have discussed the idea of environmental justice, which addresses the disproportionate impact of environmental harm on marginalized communities. The significance of environmentally just policies and sustainable methods is emphasized in this body of research.

Policy and Social Inequality

The study of social inequality remains a major focus of sociology. Late investigations, like those by Piketty (2014) on abundance imbalance and its consequences for social portability, give

experiences into monetary aberrations. The impact of social policies on reducing inequality is the subject of literature on access to education and healthcare, including works by Marmot (2005) and Wilkinson & Pickett (2009). This exploration frequently advocates for strategy changes to address foundational differences and work on friendly government assistance.

Emotional well-being and Prosperity

The crossing point of emotional wellness and human science has earned expanding consideration. In this area, authors like Link and Phelan (2006) look at how social conditions and structures affect mental health outcomes. Recent research also focuses on mental illness stigma and the social determinants of mental health (Corrigan, 2004). The significance of incorporating mental health considerations into broader social policies and practices is emphasized by the expanding body of research.

Modern sociology's emerging trends show a field that is actively changing, addressing new social realities with novel research methods and frameworks. Sociologists are creating a more complete comprehension of the complexities of modern society by examining digital interactions, global interconnectedness, intersectional identities, environmental issues, social inequalities, and mental health. Theoretical insights and practical strategies for dealing with current social issues are both enhanced by this changing landscape.

AIMS AND OBJECTIVES:

Introduction

A comprehensive comprehension of how contemporary social dynamics are reshaping the field is the goal of the investigation of emerging trends in contemporary sociology. As sociologists go up against new difficulties and open doors, clear points and targets assist with directing exploration and practice. The primary goals and objectives of studying sociology's new trends are outlined in this document.

Aims

- 1. To fully comprehend the effects of digital technologies:** Examine the ways in which social interactions, identity formation, and public discourse are being altered by digital technologies and social media platforms. This includes considering the ethical implications of digital data, the impact of digital communication on social behavior, and the role that online communities play.
- 2. To Examine the Implications of Globalization:** Investigate how local cultures, social structures, and global disparities are affected by globalization. The study of transnational migration, the spread of cultural norms, and the intersection of global and local phenomena are all included in this objective.
- 3. To Research Interconnected Personalities and Disparities:** Analyze how covering social personalities — like race, orientation, class, and sexuality — associate to create exceptional encounters of benefit and hindrance. This requires advocating for more nuanced approaches to social justice and comprehending systemic inequalities.
- 4. To Address Ecological and Environmental Problems:** Examine the connection that exists between human societies and the environments in which they live, with an emphasis on sustainability, environmental justice, and climate change. This includes investigating the social ramifications of environmental issues and the efficacy of ecological resilience-promoting policies.

5. **To Assess Policy Efficacy and Social Inequality:** Dissect examples of social imbalance in regions like riches, schooling, and medical services. The evaluation of the impact of social policies on reducing disparities and enhancing social welfare systems is necessary to accomplish this objective.
6. **To Look at Mental Health from a Social Perspective:** Examine the ways in which social conditions and structures affect mental health. This incorporates inspecting the social determinants of psychological wellness, the effect of shame, and the combination of emotional well-being contemplations into more extensive social approaches.

Objectives

1. Computerized Human science:

- Conduct empirical research on the ways in which social networks and public opinion are influenced by digital platforms.
- Analyze the ramifications of advanced information protection and moral contemplations in humanistic examination.
- Develop hypothetical structures to grasp the effect of computerized communications on friendly way of behaving.

2. Transnationalism and globalization:

- Investigate how globalization has affected local identities and cultural practices.
- Examine the effects of transnational migration on both the host society and the country of origin.
- Study how international institutions and global social movements influence social change.

3. Politics of Identity and Intersectionality:

- Study the ways in which experiences of social inequality are influenced by intersecting identities.
- Create and apply intersectional frameworks to a wide range of social issues and contexts.
- Work for policy changes that take into account intersectional discrimination's complexity.

4. Sociology of the Environment:

- Study the social effects of climate change and environmental degradation.
- Evaluate the sustainability initiatives and environmental justice movements' efficacy.
- Come up with methods for incorporating environmental issues into social practices and policies.

5. Policy Analysis and Social Inequality:

- Analyze patterns in friendly imbalance across various areas, including monetary, instructive, and wellbeing aberrations.
- Evaluate how well current social policies work to reduce inequality.
- Make recommendations for policies that are supported by evidence to reduce disparities and enhance social welfare.

6. Well-being and mental health:

- Study the effects of social conditions on psychological well-being and the social determinants of mental health.
- Examine the impacts of shame and social perspectives on emotional well-being results.
- Incorporate findings into broader policy suggestions for increasing resources and support for mental health.

The points and goals illustrated for concentrating on arising patterns in contemporary human science center around understanding and tending to the complicated social elements of the cutting edge world. Sociologists hope to improve our capacity to effectively navigate and address contemporary social challenges by pursuing these objectives. By doing so, they hope to contribute to both theoretical knowledge and practical solutions.

Research Statement:

The area of social science is right now going through critical change as it answers the fast changes and difficulties of the 21st 100 years. Understanding how contemporary social dynamics are reshaping theoretical frameworks and research methods is the primary focus of this study, which aims to investigate and analyze the emerging trends in contemporary sociology. Digital technologies, globalization, intersectional identities, environmental issues, social inequality, and mental health will all be examined in detail as part of the research.

Goals of the study:

1. **Computerized Human science:** To explore how computerized advancements and virtual entertainment stages are adjusting social connections, character arrangement, and public talk. Digital communication's impact on social behavior and ethical issues surrounding digital data privacy are examples of this.
2. **Transnationalism and globalization:** to investigate how globalization affects local social structures and cultures. This goal incorporates the investigation of transnational relocation, the dispersion of social standards, and the convergence of worldwide and nearby peculiarities.
3. **Politics of Identity and Intersectionality:** To analyze how covering social personalities — like race, orientation, class, and sexuality — associate to create interesting encounters of benefit and inconvenience. This includes figuring out fundamental disparities and supporting for nuanced ways to deal with civil rights.
4. **Sociology of the Environment:** to evaluate the connection between human societies and their environments, with an emphasis on sustainability, environmental justice, and climate change. This goal incorporates concentrating on the social components of natural issues and assessing the viability of arrangements pointed toward advancing environmental versatility.
5. **Policy Effectiveness and Social Inequality:** to evaluate the impact of social policies on reducing wealth, education, and healthcare disparities and patterns of social inequality. This entails making recommendations for policies to improve social welfare systems that are supported by evidence.
6. **Well-being and mental health:** To research the social determinants of emotional wellness and the effect of social designs on mental prosperity. This includes looking at how stigma affects people and making mental health considerations part of larger social policies.

Research Questions:

1. In today's society, how do digital technologies and social media influence social interactions and identity formation?
2. How does globalization affect local social structures and cultural practices, and how do global and local phenomena interact with one another?
3. What are the implications for social justice policies and how intersecting social identities shape inequality experiences?

4. How do current policies address environmental degradation and climate change, and what social effects do they have?
5. How do social strategies affect examples of disparity in abundance, schooling, and medical care, and what enhancements can be made?
6. How can mental health issues be better incorporated into social policy and what are the social determinants of mental health?

Significance of the Research:

This study is important because it aims to learn more about how current social changes affect and challenge existing sociological theories and practices. The research aims to contribute to the development of sociological frameworks and policy interventions that are more relevant and effective by addressing these emerging trends. Scholars, policymakers, and practitioners working to navigate and address the world's complex social issues will benefit from the insights gained.

DISCUSSION

1. Digital Sociology: The study of digital sociology has made a significant contribution to our comprehension of social behavior through the lens of digital technology. The expansion of web-based entertainment stages, portable applications, and computerized specialized devices has changed how people cooperate, structure personalities, and participate out in the open talk. Scholars like Danah Boyd and Alice Marwick emphasize that digital environments have altered conventional social dynamics by fostering new forms of social capital and influence. According to research, digital platforms have the potential to both bolster inequality through algorithmic biases and data privacy issues and empower marginalized groups by giving them a voice (Nissenbaum, 2010; (2015) (McFarland and Ployhart).

Implications: New approaches to capturing online interactions and behaviors are required for digital sociology, which also raises ethical questions regarding data privacy and the digital divide. Future exploration ought to zero in on the drawn out effects of advanced connections on accepted practices and emotional well-being, as well as creating structures to address protection and moral issues.

2. Transnationalism and globalization : Globalization has brought about a complicated interaction between global and local forces that has had an impact on social policies, economic structures, and cultural practices. Sassen (2014) features how transnational movement reshapes both home and host social orders, making half and half social characters and new friendly elements. Appadurai's (1996) idea of "ethnoscapes" highlights the smoothness of social limits in a globalized world, while Giddens (1990) and Beck (2000) investigate the dangers and vulnerabilities related with globalization.

Implications: Understanding the double effect of globalization requires interdisciplinary methodologies that coordinate humanistic bits of knowledge with monetary, political, and social investigations. Local communities' effects on global economic policies and the ways globalization affects cultural identity and social cohesion should be the focus of future research.

3. Intersectionality and Identity Politics: Kimberlé Crenshaw's (1989) concept of intersectionality is still a crucial framework for examining the ways in which overlapping social identities contribute to distinctive experiences of privilege and discrimination. Late grant, like Collins' (2015) work, develops how meeting personalities impact social designs and power elements. According to intersectional analysis, conventional approaches to social justice may not be

adequate for dealing with the intricate realities that individuals who traverse multiple identity axes face.

Implications: Policy-making and social intervention require a more nuanced approach that takes into account identity and inequality's many facets, as suggested by intersectional research. Future examinations ought to expect to create multifaceted approaches that address the particular necessities of assorted gatherings and advance value across various social aspects.

4. Sociology of the Environment Environmental sociology focuses on environmental justice, sustainability, climate change, and the relationship between societies and their environments. Researchers like Dunlap and Brulle (2015) emphasize the growing significance of comprehending how environmental degradation disproportionately affects marginalized communities. In his work on environmental justice from 2005, Bullard emphasizes the necessity of environmental burden reduction policies.

Implications: The social dimensions of environmental issues and the efficacy of policy responses must both be the focus of environmental sociology research. The evaluation of the effects of environmental policies on various communities and the development of sustainable practices that incorporate social equity and environmental protection should be the primary focuses of future work.

5. Policy Effectiveness and Social Inequality :The study of social inequality is still at the heart of sociology, with research focusing on economic disparities, access to education, and healthcare disparities. Marmot (2005) and Wilkinson & Pickett (2009) investigate the relationship between socioeconomic status and health outcomes, while Piketty (2014) focuses on the widening wealth gap and its implications for social mobility. For the purpose of developing strategies to enhance social welfare, it is essential to evaluate the degree to which social policies have reduced inequality.

Implications: To address social inequality, a comprehensive strategy that takes into account both the causes and effects of disparities is required. The impact of specific policies on reducing inequality should be evaluated in future research, and solutions to improve social equity based on evidence should be proposed.

6. Well-Being and Mental Health: Mental health research in sociology looks at how social factors affect psychological well-being and how well support systems for mental health work. Corrigan (2004) examines the stigma associated with mental illness, while Link and Phelan (2006) stress the significance of comprehending the social determinants of mental health. For addressing the needs of individuals and communities, it is essential to incorporate mental health considerations into broader social policies.

Implications: Integrative approaches that address both mental health and social determinants of well-being should be the primary focus of future research. This includes assessing the efficacy of mental health services and advocating for mental health equity and stigma reduction policies.

CONCLUSION

The field's ability to adapt to the changing complexities of contemporary society is reflected in the emergence of new trends in contemporary sociology. The way sociologists comprehend and deal with social phenomena is being reshaped by digital technologies, globalization, intersectionality, environmental issues, social inequality, and mental health. Sociologists can contribute to more nuanced and effective analyses and solutions for contemporary social challenges by engaging with these trends. In order to advance the field and address pressing social

issues, future research should continue to investigate these areas using an interdisciplinary approach and incorporating new methodologies and perspectives.

Modern sociology's emerging trends reflect ongoing shifts in global dynamics, technology, and society. Some of the most promising areas for future research are as follows:

- 1. Computerized Human science:** The study of how social behavior, identities, and relationships are affected by digital technologies, social media, and online platforms is the focus of this field. Digital inequality, the impact of algorithmic biases, and the function of virtual communities may all be the subject of future research.
- 2. Sociology of the Environment and Climate Change:** Sociologists are increasingly focusing on how environmental crises affect social structures, behaviors, and inequalities as climate change becomes a more pressing issue. Climate activism's sociopolitical aspects, the social effects of environmental disasters, and the role of policy in shaping climate-related behavior could all be the subject of research.
- 3. Transnationalism and globalization:** Global cultures and economies are becoming increasingly intertwined. The experiences of diasporic communities will likely be the subject of research into the effects of globalization on national identities, migration patterns, and transnational social networks.
- 4. Identity and intersectionality:** Future research may further investigate how individuals' experiences and access to resources are shaped by overlapping identities (such as race, gender, class, and sexual orientation) based on Kimberlé Crenshaw's concept of intersectionality. Inequality and social justice issues can be better understood with this method.
- 5. Automated Intelligence and Human Intelligence:** Work, labor markets, and social interactions will all be significantly affected by the rise of AI and automation. The effects of these technologies on job displacement, economic disparities, and shifts in workplace dynamics may be studied by sociologists.
- 6. Social Medicine and Health Disparities:** The COVID-19 pandemic brought to light the existing disparities in health. Future exploration could keep on investigating how social elements add to wellbeing results, the effect of pandemics on various networks, and methodologies for further developing wellbeing value.
- 7. Smart Cities and Urban Sociology:** Sociologists will likely investigate how social interactions, urban inequalities, and community engagement are affected by smart technologies and new approaches to urban planning.
- 8. Activist Movements and Movements:** New social movements and activism, such as those that emerge online or through grassroots efforts, may be the focus of research. This includes investigating these movements' efficiency, strategies, and effects on policy and societal change.
- 9. Well-being and mental health:** There is developing interest in the social determinants of emotional well-being and prosperity. Mental health and the effectiveness of social support systems may be affected by societal factors like economic instability or social isolation, which could be the subject of future research.
- 10. Technology and ethics:** As innovation progresses, sociologists are progressively inspecting moral issues connected with reconnaissance, protection, and information use. Social attitudes toward these issues and their implications for social norms and policies could be the subject of research.

These patterns demonstrate a shift towards grasping the perplexing, interconnected nature of contemporary social issues and the job of arising innovations and worldwide elements in shaping human way of behaving and cultural designs.

In conclusion, the dynamic and changing nature of our global society is reflected in emerging trends in contemporary sociology. These areas of research provide valuable insights into how contemporary issues impact individuals and communities as sociologists continue to investigate the complexities of digital transformation, environmental crises, and shifting social structures.

The need for nuanced and interdisciplinary approaches is highlighted by key trends like the impact of digital technologies on social interactions, the effects of climate change on social inequality, and the effects of globalization on identity and migration. The importance of addressing the multifaceted nature of social challenges is further emphasized by the growing focus on intersectionality, the impact of artificial intelligence and automation, and the study of health disparities.

Future sociological research and policy will also be heavily influenced by the investigation of urban transformations, new forms of activism, and ethical considerations related to technology. Sociologists can contribute to a deeper comprehension of societal shifts and work toward more equitable and long-lasting solutions by examining these emerging trends.

At last, the continuous development of contemporary social science mirrors a more extensive obligation to tending to the intricacies of current life and cultivating a more comprehensive and informed viewpoint on the human condition.

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