Eviatar Zerubavel

Social Grouping: Cognitive Sociology and the Phenomenology of Social Distance

In this talk, I will begin by introducing the cognitive principles underlying the process of categorization in general and then proceed to discuss the specific case of sociomentally establishing social "groups," from the microsocial level of the family, through the mesosocial level of gender, ethnicity, and nationhood, to the macrosocial level of humanity.