The Social Construction of Reality
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1. The Reality of Everyday Life
   - Consciousness is always intentional
     - Regardless of being part of an external physical world or an inward subjective reality (panorama of New York v. inner anxiety)
   - Different objects present themselves as constituents of different spheres of reality
     - Conscious of the world as consisting of multiple realities (people in dreams v. people in the workplace)
   - One reality is par excellence – the reality of everyday life
     - Tension of consciousness is highest in this reality
     - Impossible to ignore
     - Wide-awake state of existing is taken as normal and self-evident
   - Reality of everyday life is an ordered reality
     - Appears already objectified
     - Language used in everyday life objectifies the order in which things make sense and within which these things have meaning to me
     - Language marks the co-ordinates of life
   
   The natural attitude is the attitude of common sense consciousness precisely because it refers to a world that is common to many men.

   Commonsense knowledge is knowledge we share with others in the normal, self-evident routines of everyday life

   Everyday life is divided into sectors that are apprehended routinely, and others that present with problems of one kind or another.

2. Social Interaction in Everyday Life
   - The face-to-face situation
     - The “here and now” of two individuals continuously impinge on each other
     - Continuous interchange of expressivity causes the other’s subjectivity to be emphatically close
     - The other is fully real as part of the overall reality of everyday life
       - real without face-to-face interaction through correspondence, reputation, and say
       - in the fullest sense only with face-to-face interaction
     - My subjectivity is available to me in a way his never can be
       - past available through memory in fullness
       - “better knowledge” through reflection
     - Relations with others are highly flexible
patterns are continuously modified by interchange of meaning (acting unfriendly to those that appear unfriendly)

- more rigid on a macro level (typical bargaining patterns between a buyer and seller)

- Typifications of social interaction become anonymous as they get further from the face-to-face situation
  - Assumptions are made based on the typical conduct, reactions, manners, etc. of those typified in certain categories
  - Face-to-face situations constantly “fill in” these typifications by referring to a concrete human being

- Experience of contemporaries
  - Some one experiences many times and expect to experience again (friends and family)
  - Recollect others as concrete from a past meeting (passing stranger on the street)
  - Know of others as concrete by anonymous intersecting typifications (President of the United States)
  - Differing degrees of interest and intimacy alter the experience of anonymity

Simply Put:
The work introduced the term social construction into the social sciences. The central concept of *The Social Construction of Reality* is that persons and groups interacting together in a social system form, over time, concepts or mental representations of each other's actions, and that these concepts eventually become habituated into reciprocal roles played by the actors in relation to each other. When these roles are made available to other members of society to enter into and play out, the reciprocal interactions are said to be institutionalized. In the process of this institutionalized, meaning is embedded in society. Knowledge and people's conception (and belief) of what reality is becomes embedded in the institutional fabric of society. Social reality is therefore said to be socially constructed.