

COLLECTIVE CONSCIOUSNESS DURKHEIM

THE SOCIAL GLUE: UNDERSTANDING COLLECTIVE CONSCIOUSNESS DURKHEIM

COLLECTIVE CONSCIOUSNESS DURKHEIM REMAINS A CORNERSTONE CONCEPT IN SOCIOLOGY, OFFERING PROFOUND INSIGHTS INTO THE SOCIAL BONDS THAT HOLD SOCIETIES TOGETHER. THIS FUNDAMENTAL IDEA, ARTICULATED BY [EMILE](#) DURKHEIM, DESCRIBES THE SHARED BELIEFS, IDEAS, AND MORAL ATTITUDES THAT OPERATE AS A UNIFYING FORCE WITHIN ANY GIVEN SOCIETY. IT IS NOT MERELY AN AGGREGATION OF INDIVIDUAL CONSCIOUSNESSES BUT A DISTINCT SOCIAL FACT, EXERTING ITS OWN INFLUENCE ON INDIVIDUAL BEHAVIOR. UNDERSTANDING COLLECTIVE CONSCIOUSNESS IS CRUCIAL FOR GRASPING HOW SOCIAL SOLIDARITY IS MAINTAINED, HOW SOCIAL NORMS ARE INTERNALIZED, AND HOW SOCIETIES FUNCTION AS INTEGRATED WHOLE. THIS ARTICLE WILL DELVE DEEPLY INTO DURKHEIM'S CONCEPT, EXPLORING ITS ORIGINS, CHARACTERISTICS, MANIFESTATIONS, AND ITS ENDURING RELEVANCE IN CONTEMPORARY SOCIOLOGICAL THOUGHT.

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THE GENESIS OF COLLECTIVE CONSCIOUSNESS

[EMILE](#) DURKHEIM, OFTEN HAILED AS ONE OF THE FOUNDING FATHERS OF SOCIOLOGY, DEVELOPED THE CONCEPT OF COLLECTIVE CONSCIOUSNESS AS A MEANS TO EXPLAIN THE COHESIVE NATURE OF SOCIAL LIFE. HE OBSERVED THAT SOCIETIES, UNLIKE MERE COLLECTIONS OF INDIVIDUALS, POSSESS A LIFE AND STRUCTURE OF THEIR OWN, INDEPENDENT OF THE PARTICULAR INDIVIDUALS WHO COMPOSE THEM AT ANY GIVEN MOMENT. THIS REALIZATION LED HIM TO POSIT THE EXISTENCE OF A SUPRA-INDIVIDUAL REALITY, A SHARED MENTAL AND MORAL FRAMEWORK THAT TRANSCENDS INDIVIDUAL MINDS.

DURKHEIM'S INTELLECTUAL JOURNEY WAS SIGNIFICANTLY SHAPED BY THE PHILOSOPHICAL CURRENTS OF HIS TIME, PARTICULARLY THE DEBATES SURROUNDING THE RELATIONSHIP BETWEEN THE INDIVIDUAL AND SOCIETY. HE SOUGHT TO ESTABLISH SOCIOLOGY AS A DISTINCT SCIENTIFIC DISCIPLINE, SEPARATE FROM PHILOSOPHY AND PSYCHOLOGY, BY FOCUSING ON SOCIAL FACTS—WAYS OF ACTING, THINKING, AND FEELING THAT ARE EXTERNAL TO THE INDIVIDUAL AND ENDOWED WITH A POWER OF COERCION BY VIRTUE OF WHICH THEY CONTROL HIM. COLLECTIVE CONSCIOUSNESS IS A PRIME EXAMPLE OF SUCH A SOCIAL FACT, REPRESENTING THE COLLECTIVE REPRESENTATIONS THAT SOCIETY FORMS.

DEFINING COLLECTIVE CONSCIOUSNESS: CORE CHARACTERISTICS

TO TRULY GRASP THE SIGNIFICANCE OF COLLECTIVE CONSCIOUSNESS, IT IS ESSENTIAL TO UNDERSTAND ITS DEFINING ATTRIBUTES AS OUTLINED BY DURKHEIM. THESE CHARACTERISTICS DISTINGUISH IT FROM INDIVIDUAL THOUGHT PROCESSES AND HIGHLIGHT ITS POTENT SOCIAL INFLUENCE.

TOTALITY OF BELIEFS AND SENTIMENTS

THE COLLECTIVE CONSCIOUSNESS ENCOMPASSES THE TOTALITY OF BELIEFS, SENTIMENTS, AND REPRESENTATIONS THAT ARE COMMON TO THE AVERAGE MEMBERS OF A SOCIETY. IT IS THE SHARED UNDERSTANDING OF WHAT IS RIGHT, WRONG, IMPORTANT, AND DESIRABLE. THIS SHARED FRAMEWORK PROVIDES A COMMON GROUND FOR SOCIAL INTERACTION AND FORMS THE BASIS OF

SOCIAL ORDER.

EXTERNAL AND COERCIVE FORCE

A KEY ASPECT OF COLLECTIVE CONSCIOUSNESS IS ITS EXTERNAL AND COERCIVE NATURE. IT EXISTS INDEPENDENTLY OF ANY SINGLE INDIVIDUAL AND EXERTS PRESSURE ON INDIVIDUALS TO CONFORM TO ITS NORMS AND VALUES. THIS PRESSURE CAN MANIFEST IN VARIOUS FORMS, FROM SOCIAL DISAPPROVAL TO LEGAL SANCTIONS, ENSURING ADHERENCE TO SHARED MORAL CODES.

TRANSCENDENCE OF INDIVIDUAL CONSCIOUSNESS

DURKHEIM ARGUED THAT COLLECTIVE CONSCIOUSNESS IS MORE THAN JUST THE SUM OF INDIVIDUAL CONSCIOUSNESSES. IT IS A DISTINCT ENTITY THAT TRANSCENDS INDIVIDUAL MINDS, POSSESSING A REALITY OF ITS OWN. WHILE INDIVIDUAL EXPERIENCES CONTRIBUTE TO ITS FORMATION, THE COLLECTIVE CONSCIOUSNESS ITSELF HAS A GENERATIVE POWER, SHAPING INDIVIDUAL THOUGHTS AND ACTIONS IN WAYS THAT INDIVIDUALS MAY NOT ALWAYS BE CONSCIOUSLY AWARE OF.

VARIABILITY ACROSS SOCIETIES

THE CONTENT AND INTENSITY OF COLLECTIVE CONSCIOUSNESS VARY SIGNIFICANTLY FROM ONE SOCIETY TO ANOTHER AND CAN ALSO CHANGE OVER TIME WITHIN A SINGLE SOCIETY. SOCIETIES WITH STRONGER SHARED BELIEFS AND SENTIMENTS TEND TO EXHIBIT HIGHER DEGREES OF INTEGRATION AND COHESION. THIS VARIABILITY UNDERSCORES ITS DYNAMIC NATURE AND ITS SUSCEPTIBILITY TO SOCIAL AND HISTORICAL FORCES.

MANIFESTATIONS OF COLLECTIVE CONSCIOUSNESS IN SOCIETY

THE ABSTRACT CONCEPT OF COLLECTIVE CONSCIOUSNESS FINDS CONCRETE EXPRESSION IN VARIOUS ASPECTS OF SOCIAL LIFE. THESE MANIFESTATIONS SERVE AS OBSERVABLE INDICATORS OF THE SHARED BELIEFS AND MORAL SENTIMENTS THAT BIND A SOCIETY TOGETHER.

SOCIAL NORMS AND VALUES

PERHAPS THE MOST EVIDENT MANIFESTATION OF COLLECTIVE CONSCIOUSNESS LIES IN SOCIAL NORMS AND VALUES. THESE ARE THE UNWRITTEN RULES AND DEEPLY HELD CONVICTIONS THAT GUIDE BEHAVIOR AND DEFINE WHAT IS CONSIDERED ACCEPTABLE OR UNACCEPTABLE WITHIN A GIVEN COMMUNITY. FROM HOW ONE GREETES A STRANGER TO FUNDAMENTAL ETHICAL PRINCIPLES, THESE ARE ALL PRODUCTS OF A SHARED MORAL UNDERSTANDING.

LAWS AND LEGAL SYSTEMS

DURKHEIM SAW LAWS AS THE FORMALIZED AND INSTITUTIONALIZED EXPRESSION OF THE COLLECTIVE CONSCIOUSNESS, PARTICULARLY ITS MOST ESSENTIAL TENETS. LEGAL SYSTEMS ARE DESIGNED TO PUNISH TRANSGRESSIONS AGAINST THESE SHARED MORAL BOUNDARIES, THEREBY REINFORCING THE COLLECTIVE WILL AND DEMONSTRATING THE POWER OF SOCIETAL DISAPPROVAL. THE SEVERITY OF PUNISHMENT OFTEN REFLECTS THE DEGREE TO WHICH A PARTICULAR OFFENSE OFFENDS THE COLLECTIVE CONSCIENCE.

RITUALS AND COLLECTIVE CEREMONIES

RELIGIOUS CEREMONIES, NATIONAL HOLIDAYS, AND OTHER FORMS OF COLLECTIVE RITUAL ARE POWERFUL ARENAS WHERE COLLECTIVE CONSCIOUSNESS IS REINFORCED AND EXPERIENCED VIVIDLY. THESE EVENTS BRING INDIVIDUALS TOGETHER, FOSTERING A SENSE OF SHARED IDENTITY AND BELONGING, AND REAFFIRMING COMMON BELIEFS AND SENTIMENTS THROUGH SHARED PARTICIPATION AND EMOTIONAL EXPERIENCE.

SYMBOLS AND SACRED OBJECTS

SOCIETIES OFTEN IMBUE CERTAIN SYMBOLS, ARTIFACTS, OR EVEN INDIVIDUALS WITH SACRED STATUS. THESE ELEMENTS SERVE AS TANGIBLE REPRESENTATIONS OF THE COLLECTIVE CONSCIOUSNESS AND ITS VALUES. NATIONAL FLAGS, RELIGIOUS ICONS, AND REVERED HISTORICAL FIGURES CAN EVOKE STRONG EMOTIONAL RESPONSES AND UNITE PEOPLE UNDER A COMMON BANNER OF MEANING AND SHARED REVERENCE.

THE ROLE OF COLLECTIVE CONSCIOUSNESS IN SOCIAL SOLIDARITY

A CENTRAL THEME IN DURKHEIM'S WORK IS THE RELATIONSHIP BETWEEN COLLECTIVE CONSCIOUSNESS AND SOCIAL SOLIDARITY. HE ARGUED THAT THE STRENGTH AND NATURE OF COLLECTIVE CONSCIOUSNESS DIRECTLY INFLUENCE THE TYPE AND DEGREE OF SOCIAL COHESION EXPERIENCED BY A SOCIETY.

MECHANICAL SOLIDARITY

IN SIMPLER, MORE TRADITIONAL SOCIETIES, DURKHEIM IDENTIFIED A FORM OF SOLIDARITY HE TERMED "MECHANICAL SOLIDARITY." THIS TYPE OF COHESION ARISES FROM THE SIMILARITY OF INDIVIDUALS. PEOPLE SHARE A STRONG COLLECTIVE CONSCIOUSNESS, WITH LITTLE SPECIALIZATION IN ROLES OR BELIEFS. THEY ARE BOUND TOGETHER BY THEIR COMMON EXPERIENCES, BELIEFS, AND VALUES, LEADING TO A HIGH DEGREE OF SOCIAL INTEGRATION AND CONFORMITY.

ORGANIC SOLIDARITY

AS SOCIETIES BECOME MORE COMPLEX AND DIFFERENTIATED, WITH A GREATER DIVISION OF LABOR, A DIFFERENT FORM OF SOLIDARITY EMERGES: "ORGANIC SOLIDARITY." IN THESE MODERN SOCIETIES, INDIVIDUALS ARE BOUND TOGETHER NOT BY THEIR LIKENESS BUT BY THEIR INTERDEPENDENCE. WHILE THE COLLECTIVE CONSCIOUSNESS MAY BECOME LESS ENCOMPASSING AND INTENSE, IT STILL PROVIDES A FUNDAMENTAL MORAL FRAMEWORK. THIS FRAMEWORK ALLOWS FOR INDIVIDUAL DIFFERENCES WHILE MAINTAINING A SENSE OF SHARED PURPOSE AND MUTUAL RELIANCE, AKIN TO THE INTERDEPENDENCE OF ORGANS IN A LIVING ORGANISM.

COLLECTIVE CONSCIOUSNESS AND SOCIAL CHANGE

DURKHEIM'S CONCEPT ALSO PROVIDES A FRAMEWORK FOR UNDERSTANDING HOW SOCIETIES CHANGE. SHIFTS IN COLLECTIVE CONSCIOUSNESS ARE OFTEN PRECURSORS OR CATALYSTS FOR SIGNIFICANT SOCIAL TRANSFORMATIONS.

EVOLUTION OF MORAL SENTIMENTS

AS SOCIETIES EVOLVE, SO TOO DO THEIR COLLECTIVE MORAL SENTIMENTS. WHAT WAS ONCE CONSIDERED A GRAVE OFFENSE MIGHT BECOME A MINOR TRANSGRESSION, OR VICE VERSA. THESE SHIFTS IN SHARED VALUES AND BELIEFS REFLECT CHANGES IN THE COLLECTIVE CONSCIOUSNESS, DRIVEN BY VARIOUS FACTORS INCLUDING TECHNOLOGICAL ADVANCEMENTS, INTELLECTUAL DEVELOPMENTS, AND INTERACTIONS WITH OTHER CULTURES.

THE ROLE OF DEVIANCE

EVEN DEVIANCE, THE VIOLATION OF SOCIAL NORMS, PLAYS A ROLE IN SHAPING COLLECTIVE CONSCIOUSNESS. BY PUNISHING DEVIANTS, SOCIETY REAFFIRMS ITS COLLECTIVE VALUES AND STRENGTHENS ITS MORAL BOUNDARIES. IN THIS SENSE, DEVIANCE CAN PARADOXICALLY SERVE TO CLARIFY AND REINFORCE THE COLLECTIVE CONSCIOUSNESS, HIGHLIGHTING WHAT THE SOCIETY STANDS FOR BY DEMONSTRATING WHAT IT STANDS AGAINST.

TRANSFORMATIONS IN SOCIAL STRUCTURE

CHANGES IN THE COLLECTIVE CONSCIOUSNESS CAN LEAD TO PROFOUND ALTERATIONS IN SOCIAL STRUCTURES, LAWS, AND INSTITUTIONS. WHEN SHARED BELIEFS AND VALUES SHIFT SIGNIFICANTLY, THE ESTABLISHED WAYS OF ORGANIZING SOCIETY MUST ADAPT OR FACE DISSOLUTION. THIS PROCESS OF ADAPTATION CAN BE GRADUAL OR ABRUPT, DEPENDING ON THE PACE AND NATURE OF THE CHANGE IN COLLECTIVE CONSCIOUSNESS.

CRITICISMS AND NUANCES OF THE CONCEPT

WHILE INFLUENTIAL, DURKHEIM'S CONCEPT OF COLLECTIVE CONSCIOUSNESS HAS NOT BEEN WITHOUT ITS CRITICS. SOCIOLOGISTS HAVE OFFERED VARIOUS REFINEMENTS AND CRITIQUES, HIGHLIGHTING POTENTIAL LIMITATIONS AND COMPLEXITIES.

THE PROBLEM OF MEASUREMENT

ONE COMMON CRITICISM IS THE DIFFICULTY IN EMPIRICALLY MEASURING OR PRECISELY DEFINING THE COLLECTIVE CONSCIOUSNESS. AS A RELATIVELY ABSTRACT CONCEPT, IT CAN BE CHALLENGING TO OPERATIONALIZE FOR QUANTITATIVE RESEARCH, LEADING SOME TO QUESTION ITS SCIENTIFIC RIGOR.

INDIVIDUAL AGENCY VS. SOCIAL DETERMINISM

ANOTHER AREA OF DEBATE REVOLVES AROUND THE DEGREE TO WHICH COLLECTIVE CONSCIOUSNESS DICTATES INDIVIDUAL BEHAVIOR. CRITICS SOMETIMES ARGUE THAT DURKHEIM'S FORMULATION RISKS OVEREMPHASIZING SOCIAL DETERMINISM, POTENTIALLY UNDERPLAYING THE CAPACITY FOR INDIVIDUAL AGENCY AND RESISTANCE TO SOCIAL PRESSURES.

DIVERSITY WITHIN SOCIETIES

IN HIGHLY DIVERSE MODERN SOCIETIES, THE NOTION OF A SINGLE, UNIFIED COLLECTIVE CONSCIOUSNESS CAN BE PROBLEMATIC. DIFFERENT SUBCULTURES, SOCIAL CLASSES, AND GROUPS MAY POSSESS DISTINCT SETS OF BELIEFS AND VALUES, LEADING TO A MORE FRAGMENTED AND PLURALISTIC SOCIAL LANDSCAPE THAN DURKHEIM'S ORIGINAL FORMULATION MIGHT SUGGEST.

MODERN RELEVANCE OF COLLECTIVE CONSCIOUSNESS DURKHEIM

DESPITE THE CRITICISMS AND THE PASSAGE OF TIME, THE CORE INSIGHTS OF COLLECTIVE CONSCIOUSNESS DURKHEIM REMAIN REMARKABLY RELEVANT FOR UNDERSTANDING CONTEMPORARY SOCIAL PHENOMENA. ITS EXPLANATORY POWER EXTENDS TO VARIOUS MODERN CONTEXTS.

GLOBALISATION AND THE INTERNET

THE ADVENT OF GLOBAL COMMUNICATION TECHNOLOGIES, PARTICULARLY THE INTERNET, RAISES FASCINATING QUESTIONS ABOUT THE NATURE AND REACH OF COLLECTIVE CONSCIOUSNESS IN THE 21ST CENTURY. ONLINE COMMUNITIES AND GLOBAL MOVEMENTS CAN FOSTER SHARED SENTIMENTS AND BELIEFS THAT TRANSCEND GEOGRAPHICAL BOUNDARIES, SUGGESTING A POTENTIAL EVOLUTION OR EXPANSION OF THE CONCEPT.

POLITICAL AND SOCIAL MOVEMENTS

UNDERSTANDING THE FORMATION AND MOBILIZATION OF POLITICAL AND SOCIAL MOVEMENTS OFTEN REQUIRES AN APPRECIATION OF SHARED GRIEVANCES, ASPIRATIONS, AND MORAL OUTRAGE—ALL HALLMARKS OF A GALVANIZED COLLECTIVE CONSCIOUSNESS. MOVEMENTS LIKE ENVIRONMENTALISM OR HUMAN RIGHTS ACTIVISM ARE DRIVEN BY A GROWING CONSENSUS ON CERTAIN VALUES AND PRINCIPLES.

CULTURAL HOMOGENIZATION AND DIVERSITY

THE ONGOING TENSION BETWEEN CULTURAL HOMOGENIZATION DRIVEN BY GLOBAL MEDIA AND THE PERSISTENCE OF DISTINCT CULTURAL IDENTITIES CAN BE ANALYZED THROUGH THE LENS OF COLLECTIVE CONSCIOUSNESS. IT HELPS EXPLAIN HOW CERTAIN GLOBAL NARRATIVES GAIN TRACTION WHILE LOCAL TRADITIONS CONTINUE TO HOLD SWAY.

THE IMPORTANCE OF SHARED IDENTITY

IN AN INCREASINGLY COMPLEX WORLD, THE NEED FOR SHARED IDENTITY AND BELONGING REMAINS PARAMOUNT. COLLECTIVE CONSCIOUSNESS PROVIDES A FRAMEWORK FOR UNDERSTANDING HOW SOCIETIES CONSTRUCT AND MAINTAIN THESE SHARED IDENTITIES, FOSTERING SOCIAL COHESION IN THE FACE OF FRAGMENTATION AND INDIVIDUALISM. THE ENDURING POWER OF NATIONAL IDENTITY, FOR INSTANCE, IS A TESTAMENT TO THE PERSISTENCE OF COLLECTIVE SENTIMENT.

FAQ

Q: WHAT IS THE CORE DEFINITION OF COLLECTIVE CONSCIOUSNESS ACCORDING TO DURKHEIM?

A: THE CORE DEFINITION OF COLLECTIVE CONSCIOUSNESS, AS PROPOSED BY [EMILE](#) DURKHEIM, REFERS TO THE TOTALITY OF BELIEFS, SENTIMENTS, AND IDEAS COMMON TO THE AVERAGE MEMBERS OF A SOCIETY, WHICH FORMS A DETERMINATE SYSTEM WITH A LIFE OF ITS OWN. IT IS A SOCIAL FACT THAT EXISTS EXTERNALLY TO INDIVIDUALS AND EXERTS A COERCIVE INFLUENCE ON THEIR BEHAVIOR, ACTING AS THE BASIS FOR SOCIAL SOLIDARITY.

Q: HOW DOES COLLECTIVE CONSCIOUSNESS DIFFER FROM INDIVIDUAL CONSCIOUSNESS?

A: COLLECTIVE CONSCIOUSNESS DIFFERS FROM INDIVIDUAL CONSCIOUSNESS BY BEING A SUPRA-INDIVIDUAL PHENOMENON. IT IS NOT SIMPLY THE SUM OF INDIVIDUAL THOUGHTS AND FEELINGS BUT A DISTINCT SOCIAL REALITY THAT PRECEDES, SURROUNDS, AND INFLUENCES INDIVIDUALS. WHILE INDIVIDUAL CONSCIOUSNESS IS PERSONAL AND SUBJECTIVE, COLLECTIVE CONSCIOUSNESS IS SHARED, OBJECTIVE (IN A SOCIAL SENSE), AND COERCIVE.

Q: WHAT ARE SOME EXAMPLES OF COLLECTIVE CONSCIOUSNESS IN ACTION?

A: EXAMPLES OF COLLECTIVE CONSCIOUSNESS IN ACTION INCLUDE SHARED MORAL VALUES, SOCIAL NORMS THAT DICTATE EVERYDAY BEHAVIOR, LEGAL SYSTEMS THAT CODIFY SOCIETAL DISAPPROVAL OF CERTAIN ACTS, NATIONAL ANTHEMS THAT EVOKE PATRIOTIC SENTIMENT, RELIGIOUS RITUALS THAT REINFORCE COMMON BELIEFS, AND PUBLIC OUTRAGE OVER WIDELY CONDEMNED ACTIONS.

Q: CAN COLLECTIVE CONSCIOUSNESS CHANGE OVER TIME?

A: YES, COLLECTIVE CONSCIOUSNESS IS NOT STATIC; IT CAN AND DOES CHANGE OVER TIME. AS SOCIETIES EVOLVE, DEVELOP, AND ENCOUNTER NEW IDEAS OR CHALLENGES, THE SHARED BELIEFS, SENTIMENTS, AND MORAL ATTITUDES THAT CONSTITUTE THE COLLECTIVE CONSCIOUSNESS CAN TRANSFORM, LEADING TO SHIFTS IN SOCIAL NORMS, LAWS, AND OVERALL SOCIETAL VALUES.

Q: WHAT IS THE RELATIONSHIP BETWEEN COLLECTIVE CONSCIOUSNESS AND SOCIAL SOLIDARITY?

A: THE RELATIONSHIP IS FUNDAMENTAL. DURKHEIM ARGUED THAT COLLECTIVE CONSCIOUSNESS IS THE VERY FOUNDATION OF SOCIAL SOLIDARITY. IN SOCIETIES WITH STRONG, SHARED COLLECTIVE CONSCIOUSNESS (MECHANICAL SOLIDARITY), SOLIDARITY ARISES FROM LIKENESS AND STRONG SOCIAL BONDS. IN MORE COMPLEX SOCIETIES (ORGANIC SOLIDARITY), A LESS INTENSE BUT STILL VITAL COLLECTIVE CONSCIOUSNESS PROVIDES A MORAL FRAMEWORK AND SENSE OF SHARED PURPOSE THAT ALLOWS FOR INTERDEPENDENCE AND COHESION.

Q: HOW DOES DURKHEIM'S CONCEPT RELATE TO MODERN SOCIETY?

A: DURKHEIM'S CONCEPT OF COLLECTIVE CONSCIOUSNESS REMAINS HIGHLY RELEVANT FOR UNDERSTANDING MODERN SOCIETY. IT HELPS EXPLAIN THE FORMATION OF SHARED IDENTITIES, THE INFLUENCE OF MEDIA AND TECHNOLOGY ON PUBLIC OPINION, THE DYNAMICS OF SOCIAL MOVEMENTS, AND THE CHALLENGES OF SOCIAL COHESION IN INCREASINGLY DIVERSE AND GLOBALIZED ENVIRONMENTS.

Q: WHAT ARE SOME CRITICISMS OF THE COLLECTIVE CONSCIOUSNESS CONCEPT?

A: CRITICISMS INCLUDE THE DIFFICULTY IN EMPIRICALLY MEASURING COLLECTIVE CONSCIOUSNESS, THE POTENTIAL FOR OVEREMPHASIZING SOCIAL DETERMINISM AT THE EXPENSE OF INDIVIDUAL AGENCY, AND THE CHALLENGE OF DEFINING A SINGULAR COLLECTIVE CONSCIOUSNESS IN HIGHLY PLURALISTIC AND DIVERSE MODERN SOCIETIES WHERE SUBCULTURES MAY HAVE DIVERGENT VALUES.

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