



Freaks, Geeks, and Cool Kids: Teenagers in an Era of Consumerism, Standardized Tests, and Social Media

Murray Milner

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In *Freaks, Geeks, and Cool Kids: Teenagers in an Era of Consumerism, Standardized Tests, and Social Media*, Second Edition, award-winning sociologist Murray Milner tries to understand why teenagers behave the way they do. The first edition drew upon two years of intensive fieldwork in one high school and 300 written interviews about high schools across the country, where he argued that consumer culture greatly impacts the way our youth relate to one another and understand themselves and society. Milner now expands on that concept with a new year of fieldwork fifteen years after he began. He has uncovered in teens a move away from consumerism and towards the cultural capital of information in a time of social media and standardized tests.

What people said about the first edition:

Milner has done more than perhaps any other American sociologist to remind us that 'status' remains a primary mode of stratification, one that is dependent upon cultural, material power. *Freaks, Geeks and Cool Kids* is exemplary sociological research and theory; it is wise, witty, and often touching as well.

--Jeffrey C. Alexander, author of *The Dark Side of Modernity*, Professor of Sociology, Yale University

A rare book! Social science at its best, yet full of messages for parents, educators, and anybody who cares about the next generation.

---Amitai Etzioni, author of *My Brother's Keeper: A Memoir and a Message*, University Professor, The George Washington University, and Past-President of the American Sociological Association

Milner explains why high school cliques have so much power and can inflict so much pain. Anyone who cares about adolescents—parents, teachers, principals, and teenagers themselves—should definitely read this book. I couldn't stop reading it, and can't wait to discuss it with my students. It is sociological analysis at its best!

--Caroline Hodges Persell, co-author of *Preparing for Power: America's Elite Boarding Schools*, and Professor of Sociology, New York University.

Pre-publication responses to the revised edition:

This is the best book ever written on American schools and teenagers. With thorough research across many kinds of schools, Milner spells out a general theory that explains why high school kids create their own caste system.

--Randall Collins, author of *Violence: A Micro-sociological Theory*, Professor of Sociology, University of Pennsylvania, and Past-President of the American Sociological Association

Milner's work takes teenagers seriously as social actors. Rather than hand-wringing about "what's wrong with kids today," *Freaks, Geeks, and Cool Kids* offers discerning, theoretical analysis that reveals the broader social processes that animate contemporary teen culture. With the second edition, Milner brings his keen insight to understanding the new status pressures faced by teens growing up in an era of ubiquitous social media and high stakes testing.

--Markella Rutherford, Associate Professor of Sociology, Wellesley College, author of *Adult Supervision Required: Private Freedom and Public Constraints for Parents and Children*.

Freaks, Geeks and Cool Kids is as fresh and informative today as it was when it was first published. Murray Milner's incisive analysis of American teen culture and practices remains an indispensable reference point for anyone seeking to take the study of status, hierarchy and exchange in contemporary life forward into new directions.

--Daniel Thomas Cook, author of *The Commodification of Childhood*, Professor of Childhood Studies
Department of Childhood Studies Rutgers University-Camden

One of the rare academic books that is both theoretically rich and easily readable for both academics and students, this detailed study of high school culture shows that for youth who have little individual economic or political power, cultural tastes and experiences become the basis for status distinctions."

--Paul Kooistra, Furman University, author of *Criminals as Heroes: Structure, Power, and...*

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From reader reviews:

Cameron Trammell:

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Frank Jorge:

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Susan Granger:

A lot of people always spent their own free time to vacation as well as go to the outside with them loved ones or their friend. Do you realize? Many a lot of people spent they will free time just watching TV, or maybe playing video games all day long. If you want to try to find a new activity here is look different you can read the book. It is really fun for you personally. If you enjoy the book that you just read you can spent 24 hours a day to reading a reserve. The book Freaks, Geeks, and Cool Kids: Teenagers in an Era of Consumerism, Standardized Tests, and Social Media it is quite good to read. There are a lot of people who recommended this book. These were enjoying reading this book. Should you did not have enough space bringing this book you can buy the actual e-book. You can m0ore easily to read this book from a smart phone. The price is not too costly but this book has high quality.

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