- **Goal**

- **Pattern Maintenance/Latency**

- **Adaptation**
  adapting

- **Integration** Rules

- shared norms create values ritualized behavior known as roles

THINK OF CHESS!

- **Goal**: Each player wants to win the game.

- **Pattern Maintenance/Latency**: Players draw upon their knowledge to understand how the game is played.

- **Adaptation**: Players react to the moves their opponent makes, thus adapting.

- **Integration**: Rules help stabilize the contingent moves each player makes; without them, moves wouldn't mean anything.

- Thus, shared norms create values that produce ritualized behavior known as roles, and the system created by sustained interactions between roles is a collectivity.

Robert Merton