Social change refers to any alteration in the cultural values, behavioral patterns, and norms of significance. These changes need to yield profound social consequences for them to be of relevance. Drug addiction negatively impacts society. Drug addiction financially impacts policing, legal costs, and incarceration costs. In addition to financial costs, Drug addiction affects mortality rates, unemployment, and potential income. Drug addictions expose individuals to higher rates of infectious disease.

For the discussion this week, the video from week two named Battling Drug Addiction in the Heartland. The scholar in this video describes herself as a mother and nurse that had a personal connection to drug-addicted son. The scholar's motivation for social change in her community developed from her awareness of the increased use of heroin in her community. The scholar created an organization named FAITH that stands for fighting addiction; it takes account. FAITH's objective is to engage all aspects of addiction to help the addicted recover with family and the community's support. The scholar's push to make a positive social change stems from her son's addiction to prescription and recreational drugs.

In qualitative research, coding is applied to identify ideas and patterns in the study that the research information retrieved from, including open-ended questions, interviews, journals, transcripts, and videos. Coding enables a scholar to understand and define the meaning in the text of the research data. The scholar described herself as a mother and nurse, supporting her connection to the social issue. The scholar also states that "this issue touches me greatly" also personalized the social problem. As a result of the personal connection to the social issue, the scholar felt "empowered" that describes her determination to promote positive social change. The transcript's coding emphasis is descriptive, with the scholar introducing herself as a mother and a nurse. The scholar also felt a personal connection due to touching her family directly, and she felt empowered to promote positive social change. Descriptive coding is used to establish how applying individual descriptions can help find the understanding and meaning of the transcript's general themes.

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