



Collective Behavior and Social Movements

Part II

A social movement that only moves people is merely a revolt. A movement that changes both people and institutions is a revolution.

Martin Luther King Jr



Social Movement

- ...an organized group that acts consciously to promote or resist change through collective action using at least some unconventional or uninstitutionalized methods
- **proactive social movements:** initial social movements that are created in order to change society
- **reactive social movements:** the resistance to the proactive social movements
- **institutionalized social movement:** accepted by authorities ... violence not directed against authorities but does not rule out violence directed against the opposition





Social Movement

Types of Actions

1. conforming
2. deviant
3. collective



Social movements are a type of collective behavior.

Behavior is a type of action.

Behaviors

1. social movements
2. crowds
3. riots
4. rumors and gossip
5. mass hysteria
6. fads and fashion



Examples of Social Movements

1. labor movement
2. women's movement
3. populist movement
4. civil rights movement
5. anti-war movement
6. welfare rights movement
7. gay rights movement

Social Movements (5:48)



Social Movement Development

- People engage in social movements either to bring about change or to resist change ... civil rights march vs. protesting a nuclear plant in your town.
- For a movement to appear, people must perceive their discontent as the result of controllable forces external to themselves.
- preconditions
 - experience **strain** or deprivation
 - believe in the **right to satisfy unmet needs**
 - believe that satisfaction cannot be achieved through established channels



Social Movement Ideology and Framing

- As individuals interact, an ideology must emerge that justifies collective activity.
- Ideologies are often developed by movement participants as the movement grows.
- Once social movement groups have identified and committed to ideological positions, they must articulate and present their ideas to others in order to win support, gain members and gather resources.





Social Movement Recruitment

- Development and continuing existence depends on the process of attracting supporters.
- Recruitment depends on three catalysts: **ideology**, **identity** and existing **social networks**.
- Sometimes entire categories of people are recruited all at once (members of minority group, religious order, work or professional group).
- The people who are more susceptible to social movements are those who are: mobile with little chance to become integrated into community, not fully accepted/integrated into group, marginal, isolated from community, threatened by economic insecurity and loss of social status, free from family responsibilities or estranged from family, maladjusted.



Social Movement Organization

- ...organized component of a social movement that carries out the tasks that are necessary for any social movement to survive and to be successful
- only one part of a particular social movement which is composed of many social movement organizations that have coordinating roles in social movements but do not actually employ or direct most of the participants, who are part of a wider social movement community
- example: civil rights movement was a social movement composed of specific social movement organizations such as SNCC and CORE





Types of Social Movements

- **alternative**: do-it-yourself efforts that seek to change some aspects of individuals' behavior ... don't text and drive campaign
- **redemptive**: seeks total personal transformation and is typically religious in nature ... spread of Christianity
- **reformative**: seeks an immense change in a certain aspect of society ... pro-life or pro-choice, gay rights, civil rights
- **transformative**: work for total or complete structural change ... radical political groups



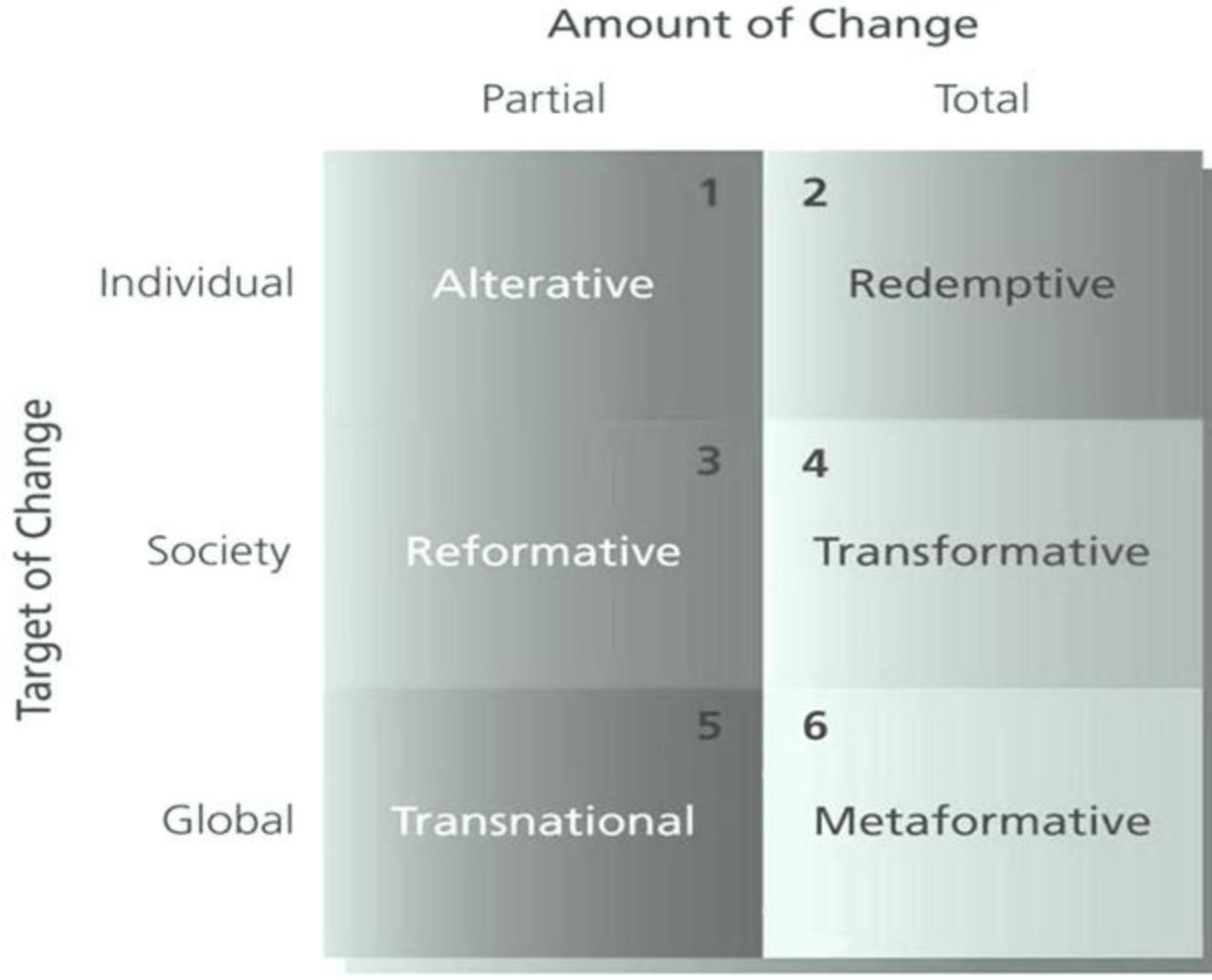


Types of Social Movements

- **transnational**: collectivity of groups with adherents in more than one country that is committed to sustained contentious action for a common cause ... animal rights
- **metaformative**: goal is to change the social order not just of a specific country but of an entire civilization or the world ... al Qaeda
- **millenarian**: weakening or disruption of old social order, social unrest and loss of power resulting in religious movement that believes in the coming of new world in part through supernatural action ... included here because the type is unique and not always included in standard typologies



Types of Social Movements





Social Movement Membership

- **inner core:** most committed to the movement ... sets the groups goals, time tables, strategies ... predispositions of inner core crucial in choosing tactics
- **committed:** less committed than the inner core ... can be counted on to show up for demonstrations, grunt work
- **less committed:** less dependable ... participation depends on convenience



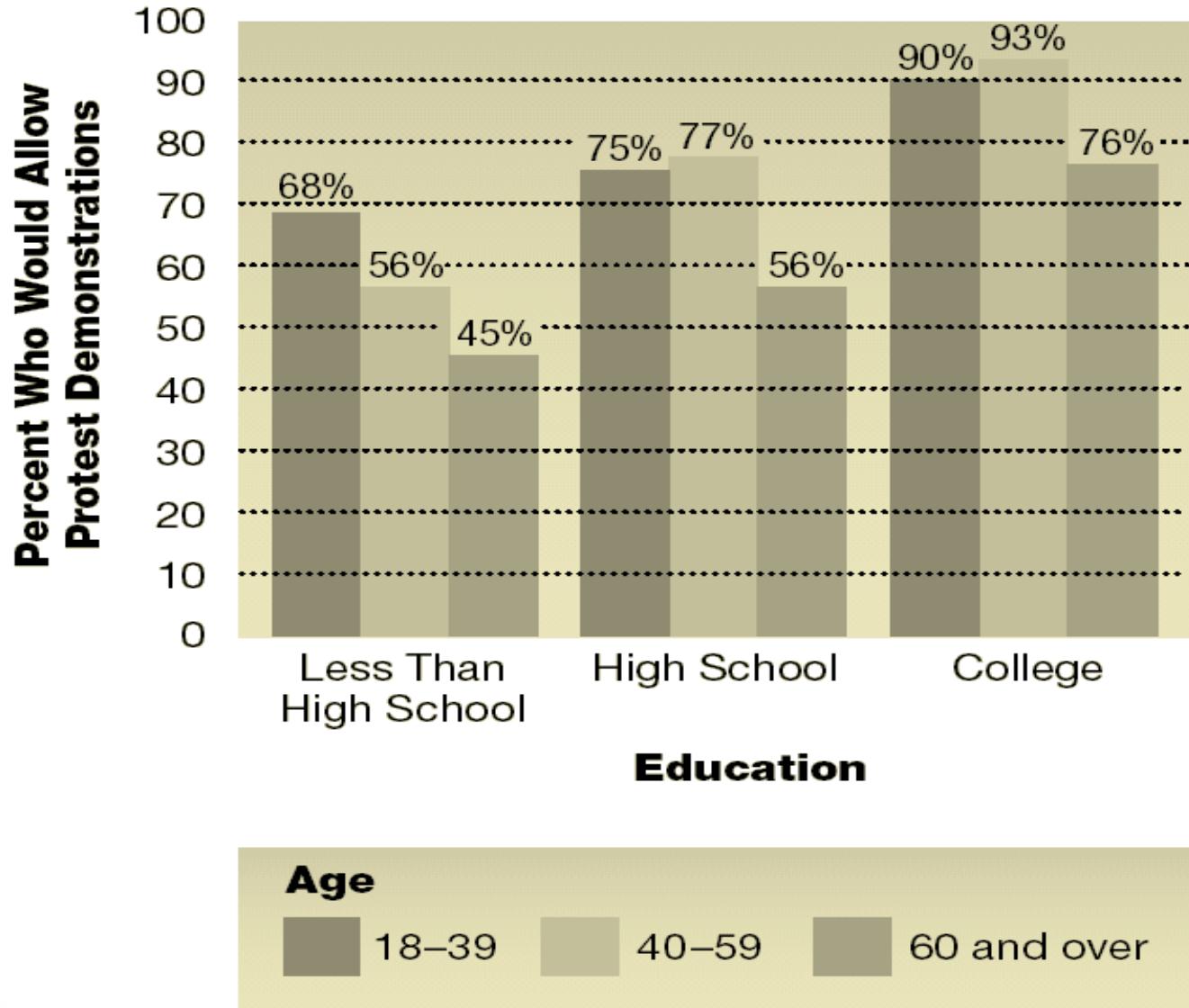


What Types of People Join Social Movements?

- individuals that are deeply committed to a set of goals
- those that support the goals of the movement
- those who enjoy being a part of the social movement (insecure)
- those that are curious about social movement activities
- those that use the social movement's activities for their own personal interests



How are age and education related to support for social movement activity?





Social Movement Theories

new social movement	Focus is on sources of social movements, including politics, ideology and culture.
resource mobilization	People participate in social movements when the movement has access to key resources.
relative deprivation	People compare achievements, become discontent and join social movements to get their “fair share.”
social construction theory: frame analysis	Used to determine how people assign meaning to activities and processes in social movements.



Why People Join Social Movements

- moral issues and ideological commitment
- mass society theory: assumption that the movement offers them a sense of belonging ... many people feel isolated in a mass society and social movements fill this void ... offer a sense of belonging ... find more social movements where ties are stronger, midwest and south
- deprivation theory: people who feel deprived (of means, justice, status, privilege) join social movements in hope of redressing their grievances ... example: African Americans in civil rights movement





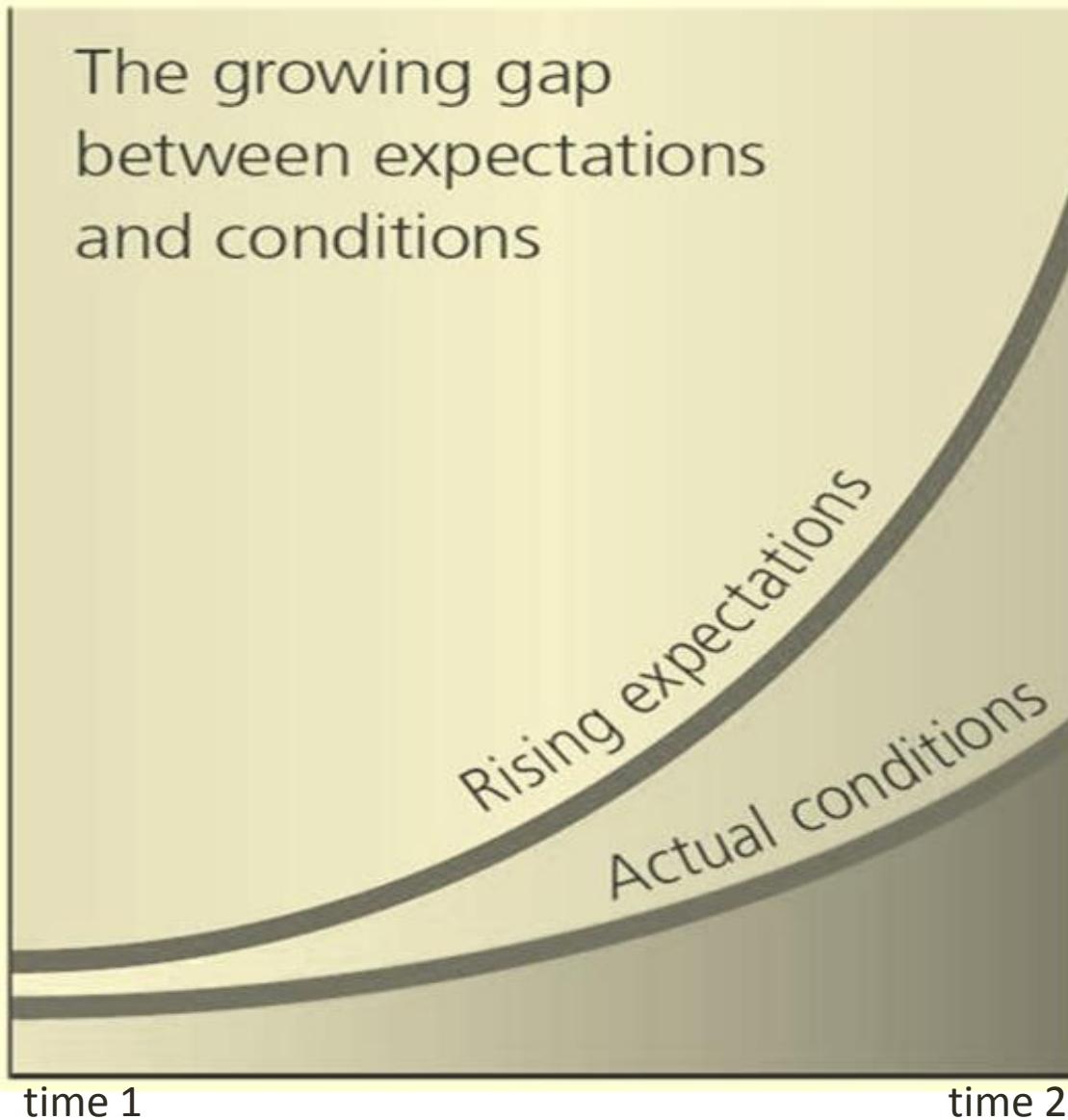
Why People Join Social Movements

- **relative deprivation theory:** belief that people join social movements based on their evaluations of what they think they should have compared with what others have ... improving conditions can spark revolutions ... occurs when people's expectations outstrip the actual change they experience ... example: In civil rights movement black demonstrators compared themselves with whites with equal status.
- What is the significance of whom we choose for comparison?



Relative Deprivation & Revolution

The growing gap
between expectations
and conditions



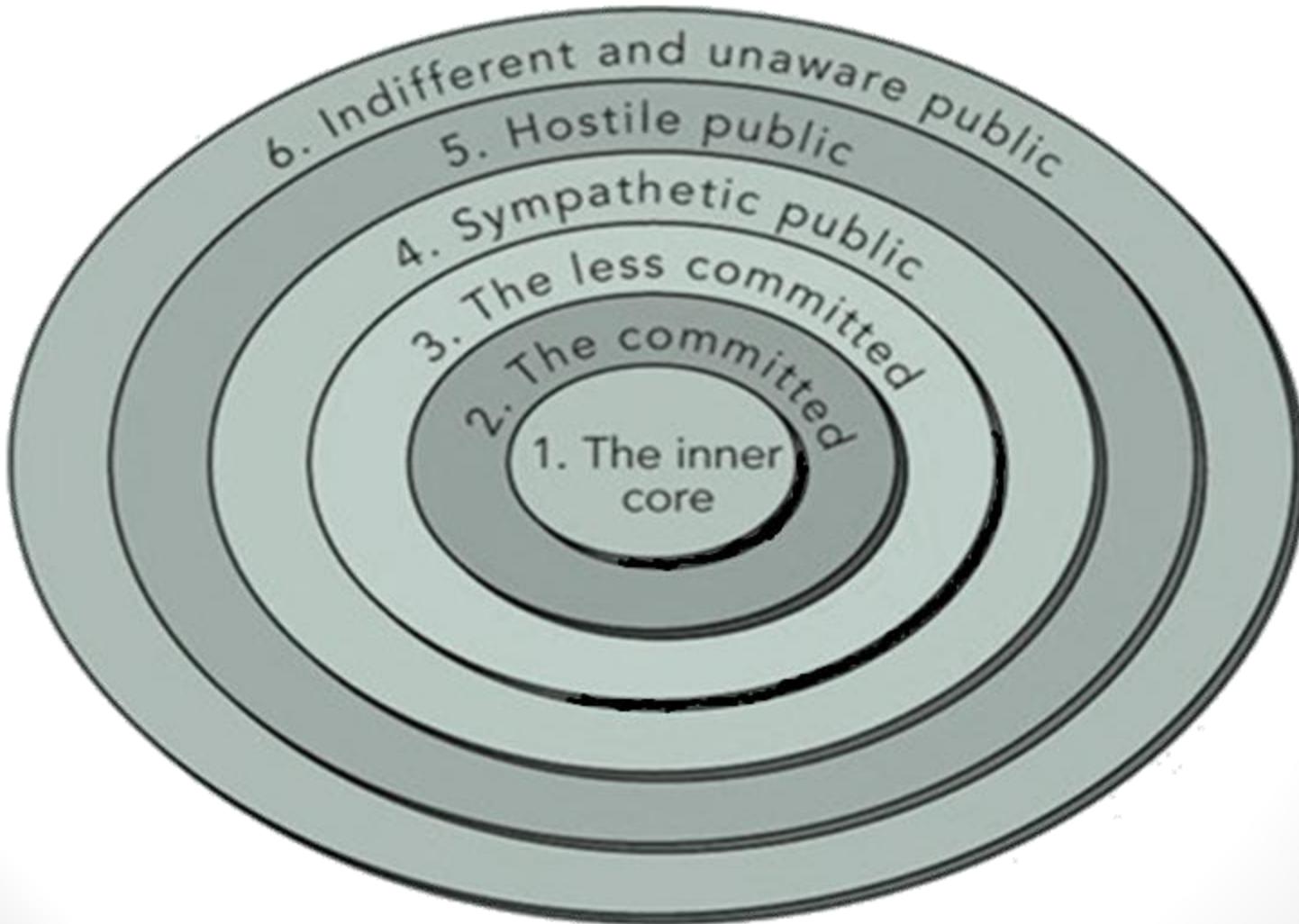


Social Movement Publics

- **public**: a dispersed group of people relevant to a social movement
 - **sympathetic public**: sympathetic to movement but have no commitment ... fertile ground for recruitment and support at the ballot box
 - **hostile public**: movement's values go against their own ... want to stop the movement
 - **disinterested public**: unaware or indifferent to the social movement although some precipitating event could cause them to move to the sympathetic or hostile public



The Membership and Publics of Social Movements





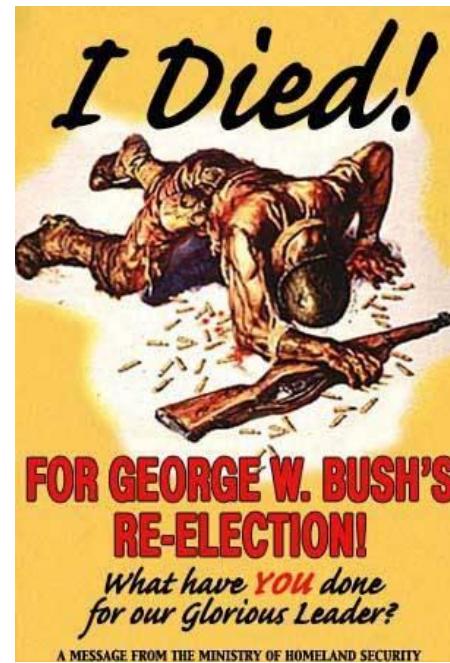
Social Movements and the Government

- Radical social change in social movements poses a threat to elite power.
- **agent provocateur:** someone who joins a group in order to spy and sabotage by provoking its members to commit extreme acts
 - Agents must share at least some of the class, age, gender, racial/ethnic or religious characteristics of the group and work their way into the center of the group.
 - Agents often come from their own group ... example: FBI recruited agents to sabotage groups and provoke illegal activities that otherwise would not have occurred.



Social Group Tactics: Propaganda

...information provided by individuals or groups that have a vested interest in furthering their own cause or damaging an opposing one





Social Group Tactics: Propaganda





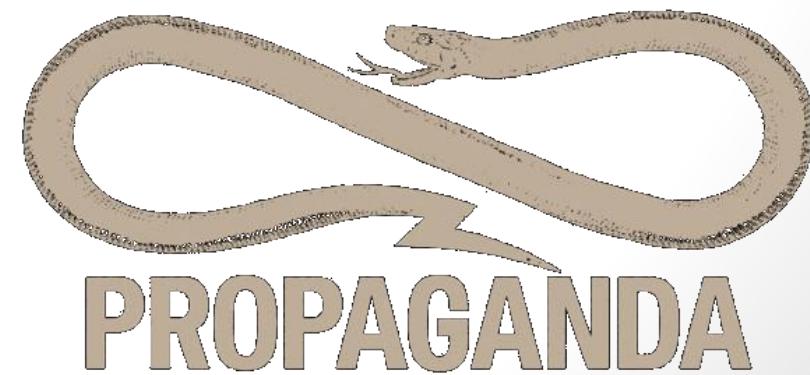
Social Group Tactics: Propaganda

- **name-calling**: arouse opposition to competing product, candidate, policy by associating it with a negative image ... makes one's own product, candidate, policy attractive by contrast
- **glittering generality**: surrounds product, candidate, policy with images that arouse positive feelings such as new, fresh, pure
- **transfer**: in *positive* form associate product, candidate, policy with something public respects or approves such as surrounding product with American flags ... in *negative* form associate product, candidate, policy with something of which public disapproves



Social Group Tactics: Propaganda

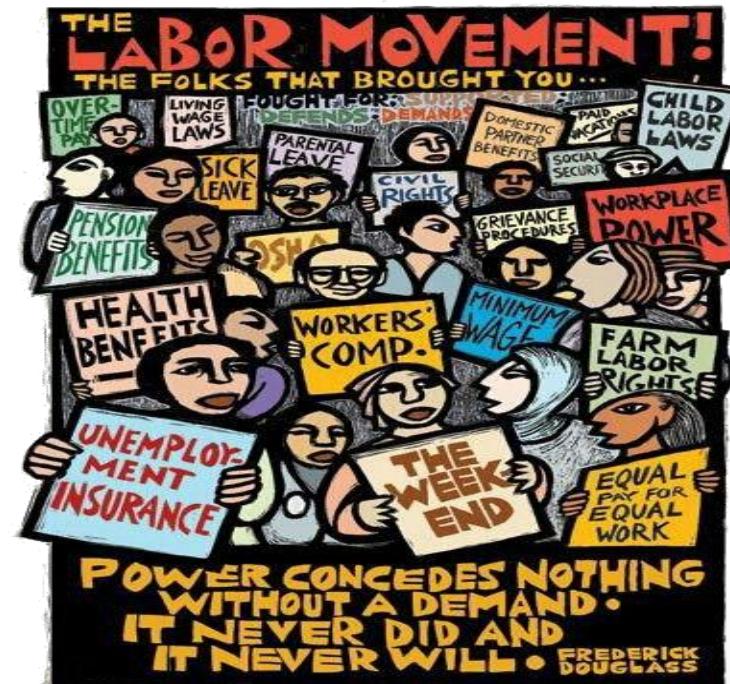
- **testimonials**: famous figures endorse product, candidate, policy ... *negative* form: competing product, candidate, policy is associated with someone people despise
- **plain folks**: associate product, candidate, policy with "just plain folks" ... "I'm just a regular person like you."
- **bandwagon**: "Everyone is doing it" ... emphasize how many others buy product or support candidate or policy to convey message that anyone who doesn't join in is on wrong track





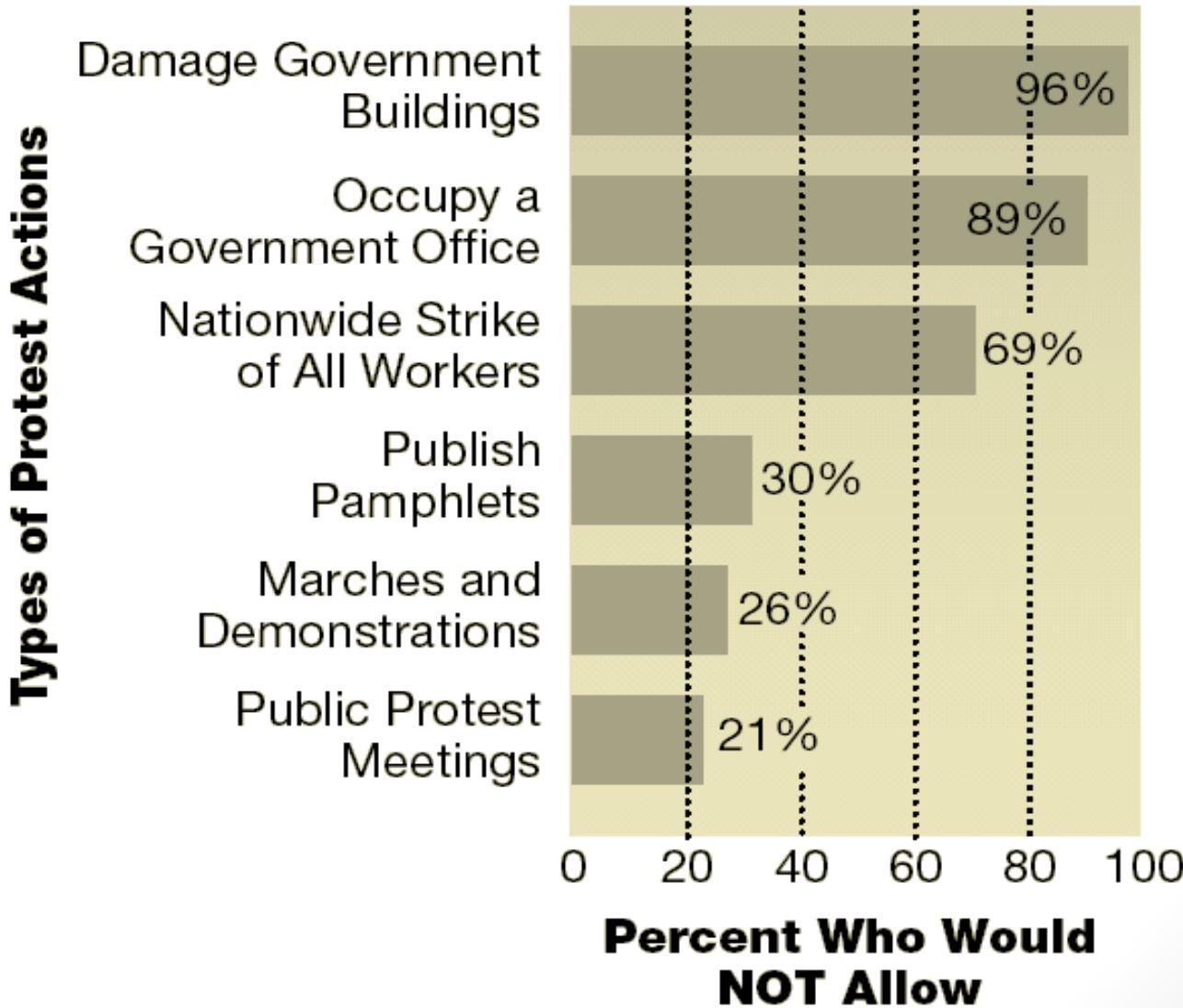
Social Group Tactics: Propaganda

- **card stacking:** present only positive information about what you support and only negative information about what you oppose ... intent is to make it sound as though there is only one conclusion a rational person can draw ... falsehoods, distortions, illogical statements used





What type of social movement activities would you support?





Stages of Social Movement Development

- **emergence**
 - initial unrest and agitation ... People begin to become aware of a threatening problem.
- **coalescence**
 - resource mobilization ... People begin to organize and start making the threat known to the public.
- **bureaucratization**
 - institutionalization
- **decline**
 - organizational decline and possible **resurgence**



Stages of Social Movement Development

1

EMERGENCE is the first stage of a movement when people become aware of a problem and begin to notice that others feel the same way.

2

COALESCENCE is the second stage of a movement when groups reach out to other groups and individuals to increase membership.

4

DECLINE is the final stage of a movement when the organization finally completes its goal or is dismissed as irrelevant.

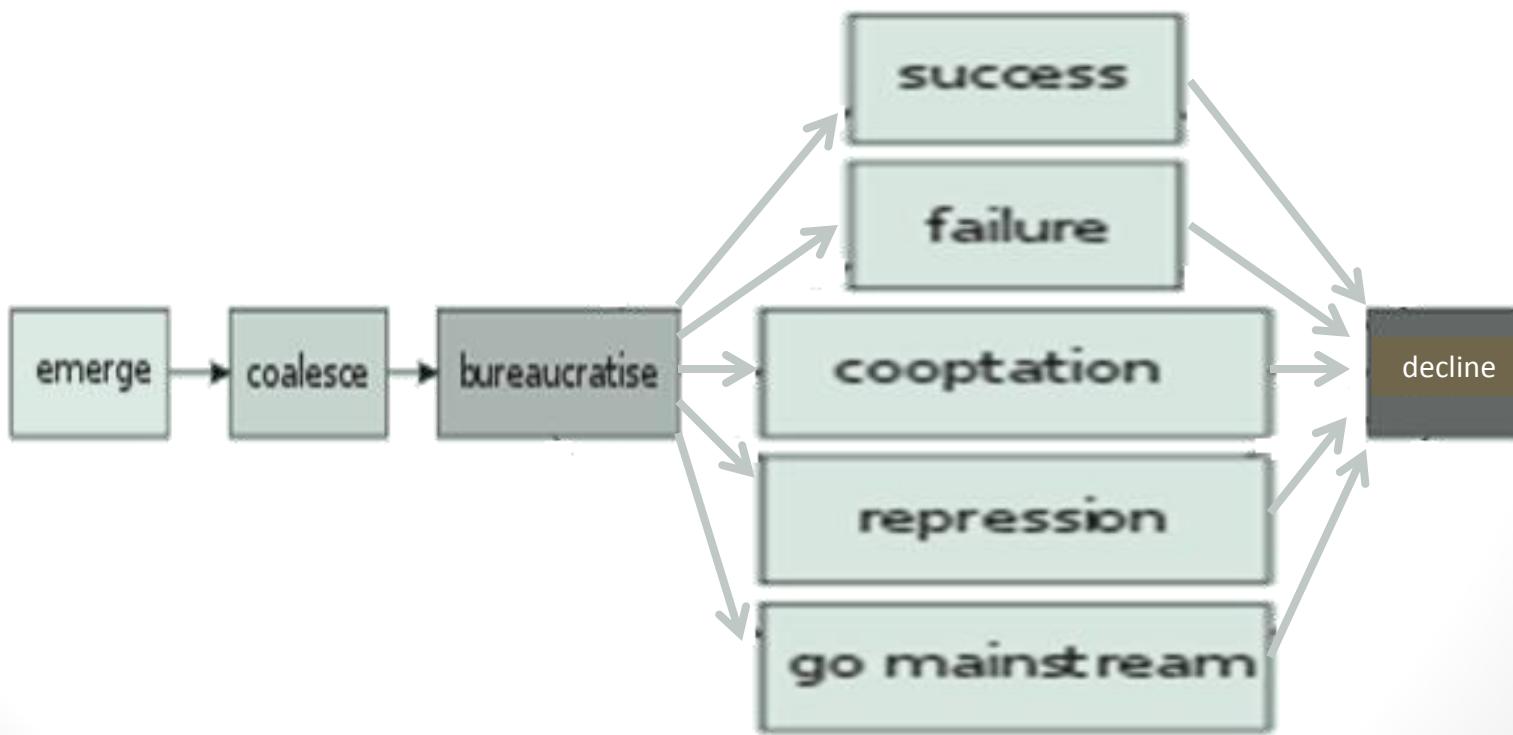
3

BUREAUCRATIZATION is the third stage, when the movement becomes a political force.



Success and Failure of Social Movements

Social movements rarely solve social problems but many social movements affect society.





The End

