

BENCKAATIS
SOC⁵

INTRODUCTION TO SOCIOLOGY



NOW WITH SOC ONLINE

16

Social Change:
Collective
Behavior,
Social Movements,
and Technology

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LEARNING OUTCOMES

- 1 Compare, illustrate, and evaluate the major types of collective behavior, their theories, and functions
- 2 Compare, illustrate, and evaluate the major types of social movements, their theories, and functions
- 3 Describe and illustrate recent technological advances, their benefits, costs, and ethical controversies

Social change

Social change—the transformations of societies and social institutions over time

“Decade of the Social Movement”

Social Movements

- A **social movement** is a large organization to promote or resist some social change in society.
- Social movements are organized, deliberate, and structured.



Types of Social Movements

- **Alternative**—aimed at changing people's attitudes and behaviors in a specific way; seeking limited change among some people
 - Example: Alcoholics Anonymous
- **Redemptive**—seek to create dramatic change in some people's lives.
 - Example: a Christian fundamentalist group

Types of Social Movements

- **Reformative**—seek to change everyone on a particular topic
 - Example: the Civil Rights Movement
- **Resistance**—reactionary movements that seek to block change
 - Example: anti-abortion movements
- **Revolutionary**—want to destroy a social order and place it with a new one
 - Example: the French Revolution

Application

Identify the type of social movement.

- People promoting a constitutional amendment defining marriage as existing between a man and a woman
- The civil rights movement of the 1950s and 1960s
- A new political party

Movement	Goal	Examples
Alternative	Change some people in a specific way	Alcoholics Anonymous, transcendental meditation
Redemptive	Change some people, but completely	Jehovah's Witnesses, born-again Christians
Reformative	Change everyone, but in specific ways	Gay rights advocates, Mothers Against Drunk Driving (MADD)
Resistance	Preserve status quo by blocking or undoing change	Antiabortion groups, white supremacists
Revolutionary	Change everyone completely	Right-wing militia groups, Communism, Islamic State in Iraq and Syria (ISIS)

Why Social Movements Emerge

- **Mass Society Theory** suggests that social movements offer a sense of belonging to people who feel alienated and disconnected from others.
- **Relative Deprivation Theory** argues that people react to what they think they have relative to others.

Why Social Movements Emerge

- **Resource Mobilization Theory** focuses on the need for organization and leadership to advance a cause. Movements also need money and equipment.
- **New Social Movements Theory** emphasizes the linkages between culture, politics, and ideology. Recent movements have attracted relatively well-educated, affluent people who seek to promote the rights of all people.

Application

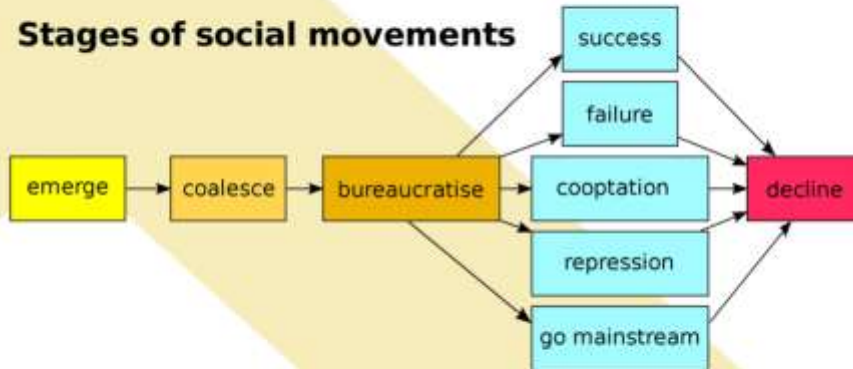
Identify the social movement theory.

- Many well-known actors organize to end world hunger.
- A movement is successful when it is led by an experienced former businessman.
- People join social movements when they feel they deserve better than they are getting.

Stages of Social Movements



Stages of social movements



Adapted from Blumer (1969), Mauss (1975), and Tilly (1978)

http://en.wikipedia.org/wiki/Social_movement

Stages of Social Movements

- **Emergence**—People are upset about some social condition and want to change it.
- **Organization**—Active members form alliances, seek media coverage, develop strategies, and tactics.
- **Institutionalization**—The movement becomes more organized and bureaucratic.

Stages of Social Movements

- **Decline**—In the last stage movements may
 - Become interest groups
 - Become part of society's fabric
 - Be co-opted by government or other groups
 - Become distracted
 - Experience fragmentation
 - Be repressed
 - Find a new mission

SOCIAL MOVEMENTS



Marriage Equality

SOCIAL MOVEMENTS



Tea Party

SOCIAL MOVEMENTS



Arab Spring

SOCIAL MOVEMENTS



Occupy Wall Street

SOCIAL MOVEMENTS



SOCIAL MOVEMENTS



Climate Change

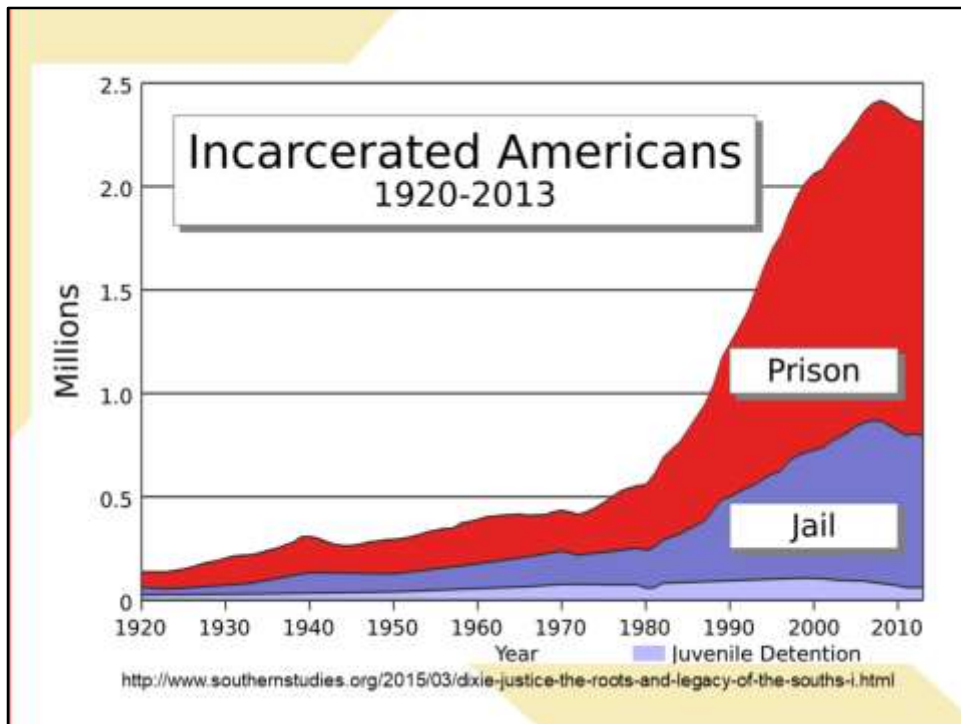


People march along Market Street as they participate in a demonstration, Wednesday Dec. 3, 2014, in Philadelphia. The crowd, protesting the deaths of two unarmed black men at the hands of police, rallied at the train station and marched through downtown before disrupting a tree lighting ceremony at City Hall. (AP Photo/ Joseph Kaczmarek)

- Arabic: [#أنا_كمان](#) (en: MeToo)
-  Basque Country: [#NiEre](#) (en: MeToo)
-  Canada, French-speaking areas: [#MoiAussi](#) (en: MeToo)
-  Catalonia: [#JoTambé](#) (en: MeToo)
-  China: [#我也是](#) (en: MeToo)
- English-speaking countries: [#MeToo](#)
-  France: [#balanceTonPorc](#) (en: DenounceYourPig)^[69]
-  Galicia: [#EuTamén](#) (en: MeToo)
-  Italy: [#QuellaVoltaChe](#) (en: TheTimeThat)
-  Israel: [#אנחנו_גם](#) (en: UsToo)
-  Japan: [#meToo](#) (en: MeToo)
-  Norway: [#stilleforoptak](#) (en: SilentBeforeRecording)
-  Russia: [#Ятоже](#) (en: MeToo)
-  South Korea: [#나도](#) (en: MeToo)
-  Spain: [#YoTambién](#) (en: MeToo)
-  Vietnam: [#TôiCũngVậy](#) (en: MeToo)

- October 15, 2017, actress [Alyssa Milano](#) encouraged [spreading](#) the phrase as part of an awareness campaign
- Phrase had been used more than 200,000 times by October 15 (Same Day)
- Tweeted more than 500,000 times by October 16
- more than 4.7 million people in 12 million posts during the first 24 hours





Discussion

What makes a social movement successful?

The problem

The organization

The environment

– Alfred Kroeber's Superorganic

Importance of Social Movements

- *Individual level*—Individuals have rights because of past social movements
 - Example: women's rights
- *Institutional level*—Movement changes general practices.
 - Example: healthier foods
- *Societal level*—Movements can affect entire society and world.
 - Example: spread of democracy

COLLECTIVE BEHAVIOR



Collective Behavior

- **Collective behavior**—the spontaneous and unstructured behavior of a large number of people
 - An act rather than a state of mind
 - Varies in its degree of spontaneity and structure

Collective Behavior

LO-1

- Spontaneous and unstructured behavior of a large number of people
 - An act rather than a state of mind
 - Varies in its degree of spontaneity and structure
- **Social change:** Transformations of societies and social institutions over time



Collective behavior encompasses a wide range of actions including riots, fads, fashion, panic, rumors, and responses to disaster.

Occurrence of Collective Behavior

- **Contagion theory**
 - Crowd's hypnotic influence causes individuals to act emotionally and irrationally
 - Milling - Process of people moving about, talking to one another, and becoming excited
 - Produces a circular reaction in which participants become more intense and unified in attacking a target

Anonymity in the crowd makes individuals to abandon self-control and adopt behavior that they would reject in other settings.

Little evidence on contagion theory's claim

Occurrence of Collective Behavior (continued 1)

- **Convergence theory**
 - Like-minded people deliberately assemble in a place to pursue a common goal
 - Individuals affect a crowd
- **Emergent norm theory**
 - Social norms shape crowd behavior
 - People create rules that guide their behavior in rational ways in unusual situations

As per convergence theory, collective behavior occurs when people who share similar values, beliefs, attitudes, emotions, and goals come together in, or converge on, a certain location. Examples of convergence theory includes marches, rallies, and acts of civil disobedience.

As per the emergent norm theory, the most committed individuals may become the leaders and pacesetters of a crowd and those who disagree or have a different

agenda are ignored. For example, **unionized workers may organize a strike against a hospital. When negotiators do not reach an argument, new norms are developed that include sit-ins and boycotts.**

Convergence theory does not clarify why certain people join a protest

Emergent norm theory does not explain about the norms that emerge and how they differ in crowds

Occurrence of Collective Behavior (continued 2)

- **Structural strain theory** - Collective behavior occurs only if the following conditions are present:
 - *Structural conduciveness*
 - *Structural strain*
 - Growth and spread of a generalized belief
 - Precipitating factors
 - Mobilizing people for action
 - Social control

Structural strain theory is also called value-added theory. The conditions are value-added in the sense that each condition leads to the next one, ending in an episode of collective behavior.

Structural strain theory does not explain all forms of collective behavior

Sequence of stages need not be the same

Structural Strain Theory

Macro-level factors encourage or discourage collective behavior.

- *Structural conduciveness* involves social conditions that allow the behavior to occur.
- *Structural strain* occurs when an important aspect of a social system is seen as causing problems.
- *Growth and spread of a generalized belief* occurs when people begin to see an event as a widespread problem.

Structural Strain Theory

- *Precipitating factors* include an incident or dramatic experience that triggers an event.
- *Mobilizing people for action* occurs when leaders emerge.
- *Social control* happens when opposing groups try to prevent the action.



The Bystander Effect



<https://www.youtube.com/watch?v=OSsPfbup0ac>

Varieties of Collective Behavior

Rumors, gossip, and urban legends—
widespread beliefs

- **Rumor**—unfounded information spread among people in rapid fashion
- **Gossip**—the act of spreading news about other people's personal lives
- **Urban legends**—stories that supposedly happened to people

Fashions, Fads, and Crazes

- **Fashion** is a standard of appearance, thinking, or behavior that enjoys widespread acceptance.

BETTY CROCKER MAKEOVER



Fashions, Fads, and Crazes

- **Fads** spread rapidly and enthusiastically but last for only a short time.
- **Crazes** become all-consuming passions for a short period of time.



Publics, Public Opinion and Propaganda

- A **public** is a collection of people who are interested in a particular issue.
- **Public opinion** involves a verbalization about a matter of concern and involves controversial matter.
- **Propaganda** is the presentation of information designed to influence others.



Application

Is it fashion, fad, or craze?

- For a few months, many people were trying the South Beach diet.
- One Christmas, most American children desperately wanted a Cabbage patch doll.
- In recent years, many women have been getting color highlights in their hair.

Disasters

- **Disasters** are unexpected occurrences that cause widespread damage, destruction, distress, and loss.
- Disasters can be due to social causes, technological causes, or natural causes.
- Disasters often inspire organization rather than chaos.

Panic and Mass Hysteria

- **Panic** involves a collective flight from a real or perceived danger in an irrational way.
- **Mass hysteria** involves an intense, fearful, and anxious reaction to a real or imagined threat.

Crowds

Crowds are temporary collections of people who are geographically together and share a common interest.



Types of Crowds

- **Casual crowd**—have little in common but come together in the same place to participate in a common event
- **Conventional crowd**—assembles for a specific purpose and follows common norms
- **Expressive crowd**—exhibit strong emotions toward some object or event
- **Acting crowd**—motivated by powerful emotions and have a single-minded purpose
- **Protest crowd**—assemble to achieve a specific goal

Mobs and Riots

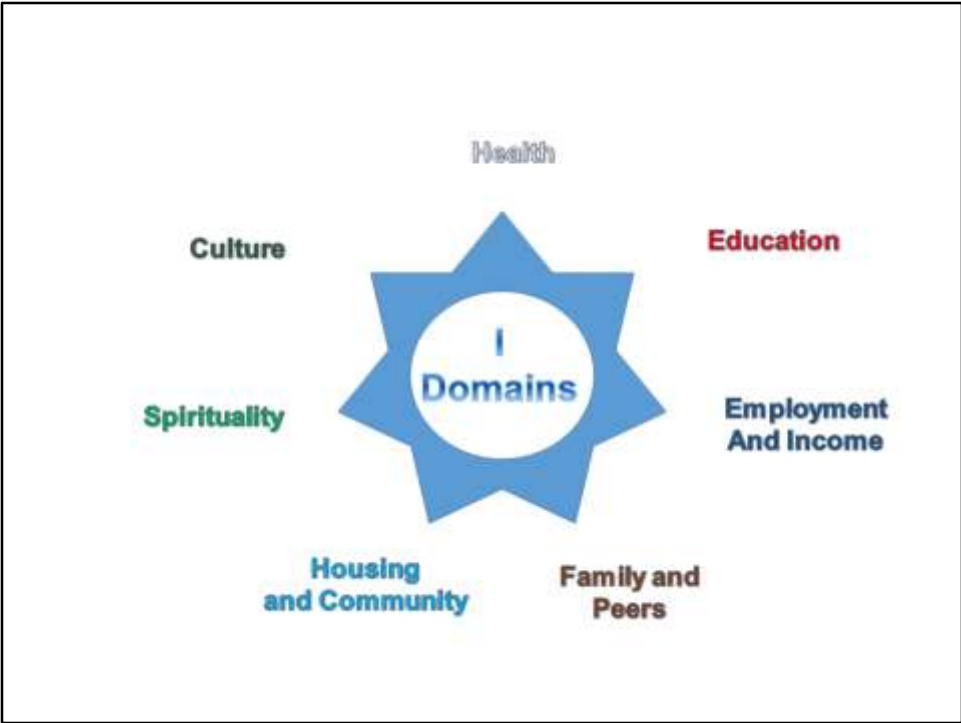
- A **mob** is a highly emotional and disorderly crowd that uses the force or violence against a specific target.
- A **riot** is a violent crowd that directs its hostility at a wide and shifting range of targets.

Application

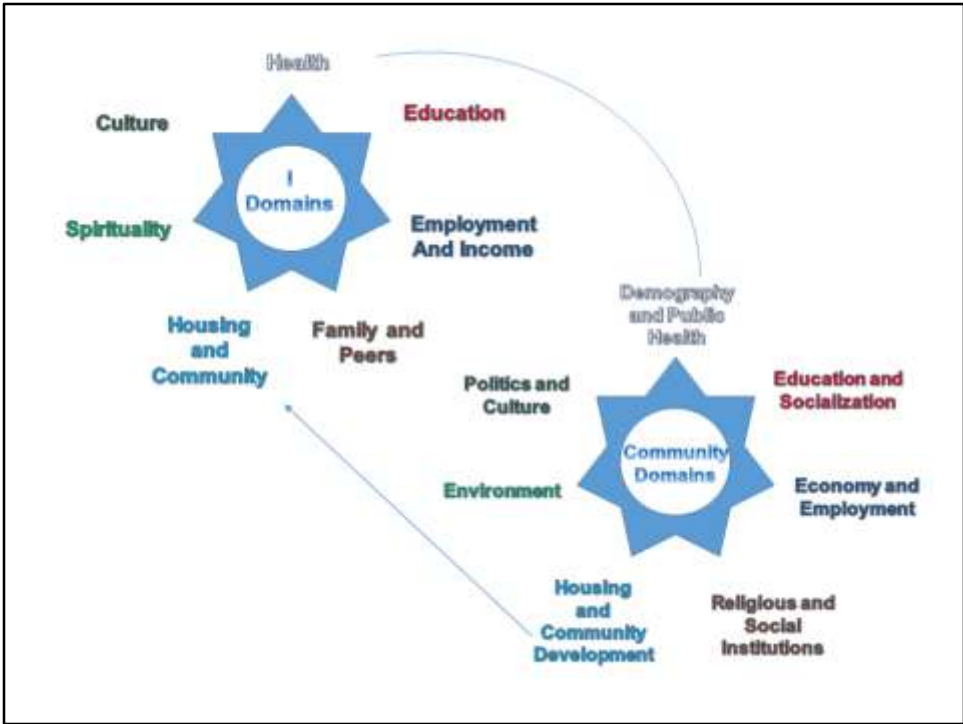
What type of crowd is it?

- Thousands attend the football game between the 2 major universities in the state.
- A group assembles across the street from a women's clinic in opposition to abortion.
- A shopping mall was packed with people the week before Christmas.

	Social Movements	Collective Behavior
Functionalism		
Conflict		
Feminism		
Symbolic Interaction		







REVIEW

1. What is social change?
2. Describe the structural strain theory of collective behavior.
3. Describe the varieties of collective behaviors.
4. Describe the different types of social movements.
5. Distinguish among the theories of why social movements emerge.
6. Describe the stages of social movements.
7. How has technology changed society?