

Collective Behavior and Social Movements

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Social Movements

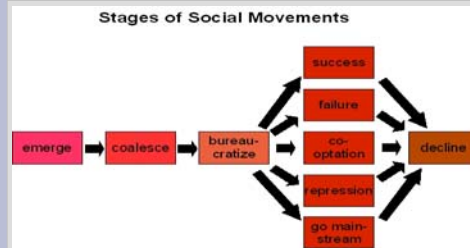
- broad social alliances of people who are connected through their shared interest in blocking or affecting social change
 - blocking?
- Social Movement Organizations (SMOs)

Types of Movements

		How much change?	
		limited	radical
Who is changed?	specific individuals	Alternative Social Movements	Redemptive Social Movements
	everyone	Reformative Social Movements	Revolutionary Social Movements

Based on Aberle (1966)

Stages in Social Movements



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

Social Movement Theories

- Deprivation Theory
 - insurgent consciousness
- Mass-Society Theory
 - isolated individuals
- Resource-Mobilization Theory
 - resource emphasis, insurgent consciousness
- Political Process Theory
 - political opportunities, insurgent consciousness, resources/organization
- Culture Theory
 - the free-rider problem; movement culture

Examples

- civil rights movement in the United States
- environmental movement
- green movement
- gay rights movement
- labor movement
- anti-globalization movement
- vegetarian movement

Collective Behavior

- action or behavior of people in groups or crowds where individual behavior deviates from normal, tending toward unpredictable and potentially explosive behavior
- limited social interaction; groups tend to remain together
- no clear social boundaries; anyone can be a member of the collective
- generates weak and unconventional norms; groups tend to have stronger and more conventional norms

Crowds

- casual - loose collection of people with no real interaction (e.g., people at the mall)
- conventional - deliberately planned meeting (e.g., community meeting organized by political leaders)
- expressive - depicts a crowd at an emotionally charged event (e.g., a political rally or soccer game in Europe or Latin America)
- acting - a crowd intent on accomplishing something (e.g., fans rushing a stage during or after a concert)

examples

- mob - crowd behavior is directed toward a specific, violent end; highly emotional
- riot - do not have a specific end; it is assumed that their intention is to express general dissatisfaction.

Theories of Crowd Behavior

- Contagion Theory
 - crowds exert a hypnotic influence on their members; anonymity of belonging to a large group of people results in irrational, emotionally charged behavior
- Convergence theory
 - behavior of a crowd is a result of like-minded individuals coming together
- Emergent-Norm Theory
 - combines the above two theories, combination of like-minded individuals, anonymity, and shared emotion that leads to crowd behavior

Problems

- Problems studying collective behavior and social movements:
 - Wide ranging
 - Human behavior is complex
 - Transitory

Class Questions