

# SOCI 360

## SOCIAL MOVEMENTS AND COMMUNITY CHANGE

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### Social Movement Studies

Chronologically, we see the following trend in the sociological and psychological study of social movements (see p.3, text).

- Pre-1970s Collective Behavior Theory (CT)
- Post-1970s Resource Mobilization Theory (RMT)
- Post-1970s Political Process Theory (PPT)
- Post-1970s New Social Movements Theory (NSM)
- 1980s-1990s Social Network Theory (NT)
- 1980s-1990s Framing and Cultural Theory (Framing)
- Post-2001 Contentious Politics (CP)

The theoretical establishment of each area is predicated on the more fundamental sociological theories of *Functionalism, Conflict, and Symbolic-Interaction* theories of human society.



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### Social Movement Theories

**Resource Mobilization Theory** (structural-functionalism)

McCarthy and Zald, 1987, from *Social Movements in an Organizational Society*

(p42-60)

- i. People need the *means* to act collectively (p 43)
- ii. Premised on rational action theory (p 45-47)
- iii. The collective-action problem: *free-riders* (p 48-50)
- iv. Action is precipitated by (a) sanctions, (b) incentives, and (c) critical mass (p 53-54)
- v. Critique: Outside help seems essential for movements to coalesce; rational action ignores emotional response



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## What Are The Main “Resources” for Social Movements?

### Key Resources for Social Movements:

1. Money, Money, –And *More* Money)
2. Organizational/Management Resources (Both People & Money)
3. Media Strategies / Ideological Framing Strategies
4. Leadership (Every movement needs a good leader – or a few “good leaders.”)
5. Willing Participants / “True Believers” (People who are willing to march and hold signs in subzero weather.)

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## Key Terms from *Social Movements in an Organizational Society* (1987)

**S.M.S.:** Social Movement **Sector** (“The Social Movement Sector (SMS) consists of all SMIs in a society no matter to which social movement they are attached.” –McCarthy and Zald (1987))

**S.M.I.:** Social Movement **Industries** (Social movements that specialize in a particular type of arenas such as **Civil Liberties** (Civil Rights Movement, Gay Rights Movement, etc.) **Women’s Liberation Movement** (Pro-Choice Movement, Equal Right Amendment Movement, etc.).

**S.M.O.:** Social Movement **Organization** (i.e., Civil Rights Movement, Feminist Movement, Prohibition Movement, Temperance Movement, etc.)

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## Social Movement Organizations Have Complex Organizational Resources.

John McCarthy’s and Mayer Zald’s Resource Mobilization Theory: Key Terms from *Social Movements in an Organizational Society* (1987)

“A social movement organization is a complex, or formal, organization that identifies its goals with the preferences of a social movement or a countermovement and attempts to implement those goals. If we think of the recent Civil Rights Movement in these terms, the social movement contained a large portion of the population that held preferences for change aimed at “justice for black Americans” and a number of SMOs such as the Student Non-Violent Coordinating Committee (SNCC), the Congress of Racial Equality (CORE), the National Association for the Advancement of Colored People (NAACP), and Southern Christian Leadership Conference (SCLC). These SMOs represented and shaped the broadly held preferences and diverse sub-preferences of the movement.” –McCarthy and Zald (1987)

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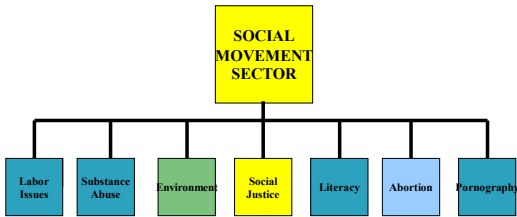
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## Social Movements Definitions of Key Concepts



**Social Movement Industry (SMI):** The collectivity of all social movement organizations that identify with and promote the goals of a *particular set* of issues and problems.

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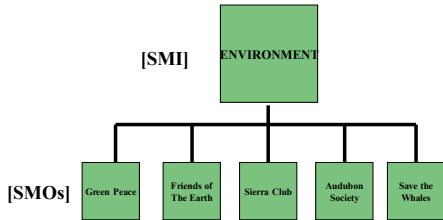
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## Social Movements Definitions of Key Concepts



**Social Movement Organization (SMO):** A complex, formal organization that identifies with and promotes the goals of a particular social movement.

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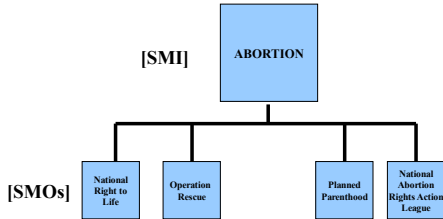
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## Social Movements Definitions of Key Concepts



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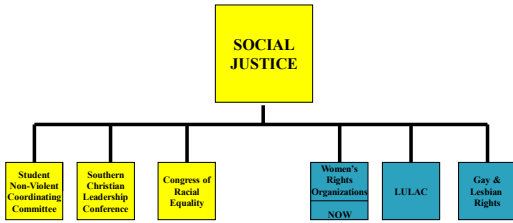
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# Social Movements

## Definitions of Key Concepts



**Social Movement Organization (SMO):** A complex, formal organization that identifies with and promotes the goals of a particular social movement.

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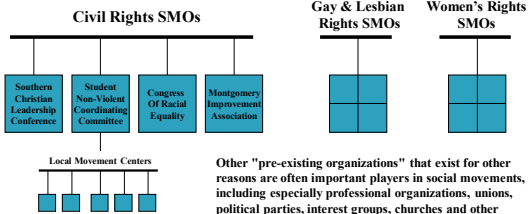
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Other "pre-existing organizations" that exist for other reasons are often important players in social movements, including especially professional organizations, unions, political parties, interest groups, churches and other religious groups (both local congregations and national organizations), social clubs, colleges and universities (and sometimes high schools), and charitable foundations and organizations.

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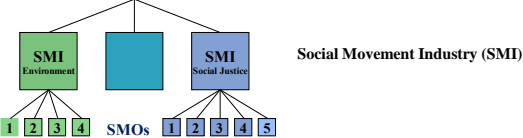
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Social Movement Sector (SMS)



Social Movement Industry (SMI)

Social Movement Organization (SMO)

1. The Constance Society
2. Sierra Club
3. Green Peace
4. Friends of the Earth
1. Southern Christian Leadership Conference
2. Student Non-Violent Coordinating Committee
3. Congress of Racial Equality
4. Montgomery Improvement Association
5. National Organization of Women

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