

# SOCI 360

## SOCIAL MOVEMENTS AND COMMUNITY CHANGE

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### **Social Movements: Definitions of Key Concepts**

[Watch this TED Primer on Social Movements](#)

#### **Group Questions:**

- 1) What factors make up a social movement rather than [merely a social group or category](#)?
- 2) What [metaphors](#) and [examples](#) can be used to explain social movements?
- 3) How can social movements [affect](#) one's [personal psychology](#)?
- 4) How can it become a problem when [confront the norms](#) of society?



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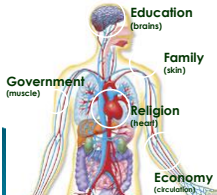
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# Sociological Perspectives

*Who developed sociology into a science?*



**Emile Durkheim** (France, 1858-1917)  
 Durkheim made sociology into a science by studying social facts and forces. Made famous for his studies of **anomie** and suicide, religion, and the division of labor in society.  
*Theory:* "Structural Functionalism"  
*Science-Type:* Logical Empiricism



**Structural-Functional Theory**  
 (Durkheim and followers) *Focus: Social Order*  
**Social structure: any relatively stable pattern of social behavior.**  
 ← *Metaphor: If society is an organism, its structures are the organs.*  
**Social function: how structure keeps society operating well:** (dysfunction = social problem)  
*Example: the social structure of education provides knowledge for people to gain skills and get jobs. Also, one educational function is to develop skills of social integration in individuals.*

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# Sociological Perspectives

*Who developed sociology into a science?*



**Karl Marx** (Germany, 1818-1883)  
 recognized the great inequalities in the new industrial society (the haves and have-nots). For Marx, economic institutions are the basis of society.  
 (Theory Connection: "Social-Conflict"  
 Science-Type: Historical Materialism)



**Social-Conflict Theory**  
 (Marx and followers) *Focus: Social Power*  
**Society is an arena for group conflict which generates inequality, but also creates change.**  
 Inequalities of this kind include rich v. poor, men v. women, racial conflicts, religious conflicts, etc. But they always involve large categories, or *classes*, of people.

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# Sociological Perspectives

Who developed sociology into a science?



**Max Weber**, (Germany, 1864–1920) is known for his groundbreaking research on religion and capitalism, the social classes, and bureaucracy.

(Theory Connection: "Symbolic-Interactionist"  
Science-Type: Interpretative/Pragmatic)



## Symbolic-Interaction Theory

(Weber and followers) **Focus: Social Meaning**  
Society is a product of everyday interactions of individuals, or "micro-level interaction" (vs. the "macro-level" big picture perspective of the previous theories).

How people *interpret* social life and norms is equally as important as the *intentions* of the norm's creators.

\*There can be no honor until they renounce their Rabbit God and accept our Duck God!

## Central Sociological Concepts Social Norms

When people interact, **social norms** develop.  
**Norms are shared IDEALS for behavior.**

A **norm** is a *prescription* for collective action, an agreed upon way of behaving; **a social consensus.**

**IDEA = THOUGHT**

Norms occur in the "**conscience collective**" of society  
(Source: Emile Durkheim, early French sociologist).

Human social groups experience a "**consciousness of kind**" when sharing norms.  
(Source: Franklin Giddings, early American sociologist).

### Questions:

- Describe some basic social norms.
- Discuss the power of social norms to produce conformity.
- Discuss breaking social norms; examples?

## Central Sociological Concepts Social Roles

By our nature, we imitate and we learn from our institutional interactions our **social ROLES, or expected social behaviors ACTUALLY performed by individuals.**

**BEHAVIOR = ACTION**

The concept borrows from the field of theater, "acting" on the "stage of life," so to speak.

### Questions:

- What role are you "playing" now?
- What other roles have you "played" in your life?
- How is social role tied to personal identity?

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## Central Sociological Concepts

### Social Institutions

Social interaction takes place in the context of *social institutions*.

**Social institutions are the purposeful organization of individuals into social groups and categories.**

The universal social institutions are:

*Family*  
*Religion*                      *Education*  
*Economy*                    *Politics*  
*the five institutions ("FREEP")*

Institutions define our social lives, and involve nearly every aspect of our personal lives as well. So, big changes in our institutions mean big changes in our personal lives.

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## Social Movement Studies

**Chronologically**, we see the following trend in the sociological and psychological study of social movements (cf. Wikibooks entry, Chp 21 Openstax, 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 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 Movements: Definitions of Key Concepts

Blending these elements together, we can define a social movement as:

**"those collective efforts orientated towards social change that point to circumstances in which creative human action actually shapes and alters social structures, rather than being shaped by them." (text, p. 1)**

OR

**"a collectivity acting with some degree of organization and continuity either within or outside of institutional channels for the purpose of promoting or resisting change in the group, society, or world order of which it is a part."** (Adapted from McAdam, Doug and David Snow (1997) *Social Movements: Readings on Their Emergence, Mobilization, and Dynamics*, p. xviii)



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## Social Movements: Definitions of Key Concepts

Three general elements define social movements:

### 1) **Motivation**

Why do people collectively protest? What are the social and psychological reasons behind collective movements?

### 2) **Organization**

How do movements become collective? Are actors rational? How do groups and networks of protest emerge from individual discontent?

### 3) **Direction**

What is the role of the social movements in creating social change? Why do some movements succeed and others fail? How long are movements generally around and what happens to them?



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## Social Movements: Definitions of Key Concepts

### Social Movement or NOT a Social Movement?

1) *A cheering crowd at a football game*

2) *An inner-city riot*

3) *Workers on strike*

4) *The "Alt-Right" Movement*

5) *"Occupy Wall Street"*

6) *"Black Lives Matter"*



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# Key American Social Movements

- American Indian Movement (AIM)
- Animal Rights Movement (PETA)
- Anti-Apartheid Movement
- Anti-Busing Movement
- Anti-Drinking and Driving Movement (MADD)
- Anti-Globalization Movement
- Anti-Gun Control Movement (N.R.A)
- Anti-Nuclear Weapon Movement
- Anti-Pornography Movement
- Anti-War Movement
- Anti-Smoking Movement
- Anti-Tax Movement / Tea Party Movement
- Black Power Movement
- Buy Nothing Day Movement (Anti-Overconsumption Movement)
- Civil Rights Movements
- Disability Rights Movement
- Equal Rights Amendment Movement
- Equal Marriage Rights Movement (Gay Marriage Rights)
- Environmental Movement (i.e., Green Peace, Global Warming Movement)
- Farmer Workers Movement
- Feminist Movement
- Free Speech Movement
- Gay Rights Movement
- Gun Control Movement
- Gun Rights Movement (a la N.R.A.)
- Homeless Rights Movements
- Housing Rights Movements (Affordable Housing Movement)
- Human Rights Movement
- Immigrant Rights Movement (Immigration Rights)
- Jubilee Movement
- Labor Rights Movement / Anti-Labor Union Movement
- Marijuana / Drugs Legalization Movement
- Mythopoetic Men's Movement
- New Right Movement
- Prisoner Rights Movement
- Pro-Choice (Abortion Rights) Movement
- Sex Workers Rights Movement (C.O.Y.O.T.E)
- Public Education Reform Movement
- Women's Health Movement ("Our Bodies, Ourselves")
- Religious Movements (Promise Keepers, Moral Majority)
- Slow Food Movement
- Suffrage Movement
- Slut Walk Movement (Anti-Rape Movement)
- Temperance Movement
- Utopian Movement (Communal Living Movement)
- Vegan/Vegetarian Movement (i.e., PETA, Environmental Movement, etc.)
- Welfare Rights Movement
- White Power Movement
- Zero Population Growth Movement

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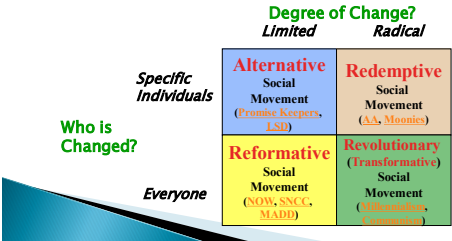
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## Social Movements: Definitions of Key Concepts Types of Social Movements

Sociologists classify social movements according to several variables – no one scheme is universally accepted.




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