

SOCI 360

SOCIAL MOVEMENTS AND COMMUNITY CHANGE

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Central Sociological Concepts

a. 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*.

IDEAL = THOUGHT

Norms occur in the "*conscience collective*" of society

(Source: Emile Durkheim, early French sociologist).

Question:

- Describe some basic social norms.
- Are all norms "good"? Give an example of a norm that leads to social problems.



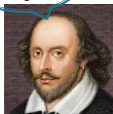
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Central Sociological Concepts

b. Social Roles

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

"All the world's a stage..."



BEHAVIOR = ACTION

The word and concept (originally French, *rôle*) borrows from the field of theater, "acting" on the "stage of society," so to speak.



Questions:

- What role are you "playing" now? What are its **expected behaviors**?
- What other roles have you "played" in your life?
- Are you always aware of the roles you are playing?

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Central Sociological Concepts:

c. 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**
("FREEP")



Other Institutions Include Media, Science, Healthcare, Crim. Justice, etc.

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



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Social Movements Defined

Social Movements:

- Go **Against Social Norms** (they are "deviant")
- Involve people in clear **Social Roles** ("activists")
- Attempt to alter **Social Institutions** ("change")

The GOAL of Social Movements is SOCIAL CHANGE.



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Social Movements Defined

McAdam and Snow define a social movement as:

"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 Doug McAdam and David A. Snow, *Social Movements: Readings on Their Emergence, Mobilization, and Dynamics*, 1997, p. xviii



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On Socio-Institutional Change

- ▶ Social movements generally seek to address the root problems of society and change institutions accordingly.
- ▶ As institutions change, our lives may be open to material disruptions, for better or for worse. This involves inherently **ECONOMIC** effects of social movements. *Example: Workers Rights movement of 19th c.*
- ▶ Social movements recognize that **power structures** of society are often limiting to what social change can be made. Therefore, social movements are inherently **POLITICAL**. *Example: MAGA movement today*
- ▶ Change in social institutions means **change in social norms**: therefore, social movements are inherently **CULTURAL** movements. *Example: the counter-cultural revolution of the 1960s (the hippie movement)*

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Social Movements: Definitions of Key Concepts

Three general elements define social movements:

T - O - M

1) Transformation

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?

2) Organization

How do movements become collective? Are actors rational? How do groups and networks of protest emerge from individual discontent? What is the leadership structure?

3) Motivation

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

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Social Movements: Definitions of Key Concepts

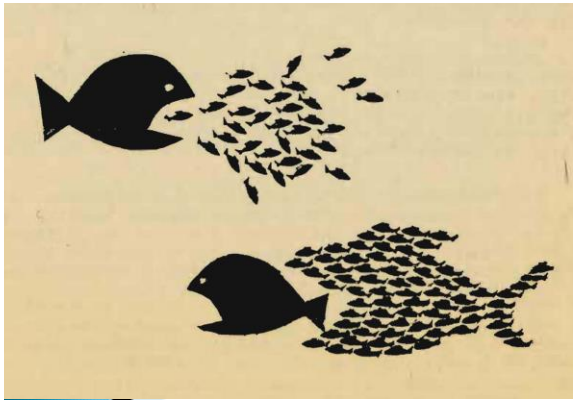
Watch this [TED Primer on Social Movements](#)

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 people [confront the norms](#) of society?



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Social Movements: Definitions of Key Concepts Types of Social Movements

Sociologist David Aberle thought about four different types:

		Degree of Change?	
		Partial	Total
Who is Changed?	Specific Individuals	Alterative Social Movement (MADD, Recycling)	Redemptive Social Movement (AA, Moonies)
	Everyone (Systemic Change)	Reformative Social Movement (Suffrage, NOW)	Revolutionary (Transformative) Social Movement (Civil Rights, Communism)



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Types of Social Movements: Instrumental vs. Expressive

- Reform Movements:** Seek limited changes to the social system. [Instrumental]
- Revolutionary Movements:** Seek to change the entire social structure/system. [Instrumental]
- Alternative/New Age Movements:** Communal Movements that seek social change by transforming the individual values/lifestyle of its members in sheltered communities. [Expressive]
- Conservative/New Right Movements:** Seek to maintain traditional values and protect society from changes that are seen as dangerous or immoral. [Instrumental]
- Resistance/Reactionary Movements:** Seek to return society to an earlier period that is viewed as more desirable, or movements that attempt to resist progressive social changes in society. [Instrumental]
- Expressive Movements:** Seek to enhance the self-perceptions of its members, focusing on issues of identity-pride, group esteem, and re-claiming a stigmatizing labeling. [Expressive / Emotional]
- Cultural Revival Movements:** Seek to revive and protect cultural traditions that are in decline, cultural traditions that are key to the group's identity. [Expressive]
- Redemptive/Religious Revival Movements:** seek personal and social transformation through religious revivals/social crusades. [Expressive]

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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 (no)*
- 2) *An inner-city riot (no)*
- 3) *Workers on strike (maybe)*
- 4) *Women's Suffrage (yes)*
- 5) *"Occupy Wall Street" (not quite)*
- 6) *"Black Lives Matter" (yes)*
- 7) *White Nationalism (motivation for some)*

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Key American Social Movements

- | | |
|---|---|
| <ul style="list-style-type: none"> American Indian Movement (AIM) Animal Rights Movement (PETA) Anti-Abortion Movement 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 | <ul style="list-style-type: none"> 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 (G.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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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 (CB)
- 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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“COLLECTIVE BEHAVIOR”

A branch of social-psychology



General Characteristics:

1. Represent the actions of **groups** of people, not individuals, most often deemed to be deviant.
2. May mark the beginnings of more **organized** social behavior.
3. Exhibit **patterned behavior**, not the irrational behavior of crazed individuals.
4. Usually appear to be **highly emotional**, even volatile.
5. Are often associated with efforts to achieve **social change**.

Social Movements are ONE TYPE of Collective Behavior



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