

SOCI 360

**SOCIAL
MOVEMENTS
AND
COMMUNITY
CHANGE**

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1

Early Theories of Collective Behavior

Emergent Norm Theory (*symbolic interaction*)

Turner & Killian, 1957 (*Locher p24*)

- i. Maintains “rational” actors;
- ii. Confusing situations are left open to interpretation
- iii. People take their cues from others (*reference groups*) around them (*conformity* creates collective behavior)
- iv. Critique: too “psychological”; no connection to larger social processes, such as resource availability or politics (*p37*)

2

Emergent Norm Theory: 6 Conditions

- ▶ According to Turner and Killian, six conditions are necessary to exist in the mindset and behavior of the social activist for collective behavior to occur:
 - **1) Uncertainty** (*about expected behavior*)
 - **2) Urgency** (*something must be done soon*)
 - **3) Communication** (*of mood and imagery within crowd*)
 - **4) Constraint** (*conformity to the new crowd norms*)
 - **5) Suggestibility** (*individual acceptance of crowd attitude*)
 - **6) Permissiveness** (*normally inhibited behavior is permitted in the crowd*)

3

Emergent Norm Theory: Types of Activist

- ▶ According to Turner and Killian, there are five types of collective behavior personalities:
 - 1) **The Ego-involved/Committed**
 - 2) **The Concerned**
 - 3) **Insecure**
 - 4) **Spectators**
 - 5) **The Ego-detached/Exploiter**
- (see Locher p.33 for descriptions)*



4

Emergent Norm Theory

- ▶ Postulates that people faced with an unusual situation can create meanings that define and direct the situation.
- ▶ Group norms govern collective behavior, but the norms that are obeyed are newly created as the group responds to its new situation.
- ▶ Members of the group follow norms—they just may be created on the spot.



5

1912–1920 Women’s Suffrage Film: [Iron-Jawed Angels](#) (on YouTube)



6



Arrested, jailed, beaten, chained, body-slammed, twisted, punched, & tortured to win us women the right to vote...and you're NOT going to use it?! Really?

7

“Post-Materialist” Movements The Women’s Liberation Movement

a. Three Waves of Feminism

Feminism is a social movement that resurges through history.

1. **First wave** of feminism took place in the late 19th and early 20th centuries. The wave formally began at the Seneca Falls Convention in 1848, when 300 men and women rallied to the cause of equality for women. Elizabeth Cady Stanton (d.1902) drafted the Seneca Falls Declaration outlining the new movement’s ideology and political strategies.
2. The **second wave** is truly “post-materialist” and began in the 1960s and continued into the 1990s. This wave unfolded in the context of the anti-Vietnam War and civil rights movements and the growing self-consciousness of a variety of minority groups around the world.
3. The **third wave** of feminism began in the mid-1990s and is informed by post-colonial and post-modern thinking. In this phase many constructs have been destabilized, including the notions of “universal womanhood,” body, gender, sexuality and heteronormativity.



8

In Context: The Suffragettes

- ▶ The Suffragette movement was the early 1900s movement that sought to get the vote for women. For structuralists, the movement is a sign of an anomic disruption in the institution of politics and government. *Value-added theory focuses at this level.*
- ▶ For social-conflict theorists, the large social class based on gender can be seen to be fighting back against the male patriarchy. *Critical Marxist Theory* focuses at this level.
- ▶ For symbolic-interactionists, the mutual action and solidarity of the women who fought back against the oppression of government and police took on important cultural meanings and actions. *Emergent Norm Theory* focuses at this level.
- ▶ Review the videos and readings on the details of the history of [the women's movement](#) to connect theory to practice.

9
