Social Movements

Unlike collective behavior, social movements are organized attempts to change society through collective action.

They are non-institutionalized because they occur outside social institutions and are usually attempts to change institutions.
Types

- Reform: change focuses on limits and institutional means usually within legal structures; to pass laws to create social change and non-violent
- Revolutionary: change focuses on overthrowing old social order and creating new one; frequently violent.
- Resistance: wants to stop social change; countermovements.
- Expressive: seeks to change individuals rather than collective bodies through self-expression. Can include utopian movements.
Life course of movements

- Social movements have a life cycle of their own. Stages include:
- Incipiency—movement start-up
- Coalescence—movement organization
- Institutionalization—develops into an institution and/or
- Fragmentation—falls apart
Theories of movements

- Relative deprivation: people perceive a gap between what they feel they have versus what they think they deserve and organize to get it.

- Resource mobilization: in order for a movement to happen people must first use all the resources they have to pull it together. Resources include time, money, people, skills.

- Mass society: as society moved from communal to associational, people became isolated and movements seek to change that through organizing for a common cause.
Student movements

- Motivated by generational change
- Democracy movement: Chinese Tiananmen Square movement 1989
- U.S.: Free Speech in university movement 1960’s; anti-Vietnam war movement; Southern voting rights campaign; 1980’s anti-apartheid movement; 1990’s anti-sweatshop movement
U.S. Movements: Civil Rights

- Civil Rights: Stages—anti-slavery movement led to Civil War; post-Civil War anti-lynching movement; NAACP formed in 1910; education movement.
- Post WWII: took on racial segregation and voting rights
- Reform: Southern Christian Leadership Council
- Revolutionary: Black Panthers, Malcolm X
Feminist Movement

- First wave: right to vote, divorce and own property (late 19th to 1920)
- Second wave: extension of civil rights like having a credit card, Equal Rights Amendment, Equal Pay Act (comparable worth, affirmative action), education (Title IX), reproductive and health rights, political rights (women in Congress/President). 1960’s to present.
Environmental movement

- Attempt to advocate various environmental issues including water, forests, wetlands, anti-nuclear
- Rachel Carson’s *The Silent Spring*
- Mainstream ecology—Sierra Club
- Populist ecology—Earth Day
- Radical ecology—Greenpeace and Gaia (eco-feminists)
Social change

- Levels of social change: Individual change; Organization change; Institutional change
- Resistance to change: don’t want their vested interests or status quo threatened or changed
- Tactics of change: violent undercuts movement legitimacy; non-violent includes negotiation, direct action, demonstration, propaganda, strikes, boycotts, non-cooperation, civil disobedience, parallel structures
- 21st century social change: speculate on it?