

## Social Movements & Social Change

### Lecture #19

---

---

---

---

---

---

---

---

## Contemporary Theories of Collective Behaviour

- The Minimax Strategy
- Emergent Norms
  1. The ego-involved
  2. The concerned
  3. The insecure
  4. The curious spectators
  5. The exploiters

---

---

---

---

---

---

---

---

## Forms of Collective Behaviour

- Riots and Demonstrations
- Panics
- Moral Panics

---

---

---

---

---

---

---

---

## Forms of Collective Behaviour

- Rumours
- Fads and Fashions
  - Fad:
  - Fashion:
- Urban Legends

---

---

---

---

---

---

---

---

## Social Movements

*Large numbers of people who organize to promote or resist social change*

- Proactive Social Movements
- Reactive Social Movements

---

---

---

---

---

---

---

---

## Types of Social Movements

- Alternative Social Movements
- Redemptive Social Movements

---

---

---

---

---

---

---

---

## Types of Social Movements

- Reformative Social Movements
  
- Transformative Social Movements

---

---

---

---

---

---

---

---

## The Membership and Publics of Social Movements

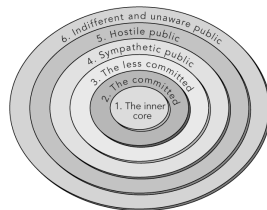


FIGURE 18.3 The Membership and Publics of Social Movements  
Copyright © 2007 Pearson Education Canada

---

---

---

---

---

---

---

---

## Tactics of Social Movements

- Membership
  
- The Publics
  
- Relationship to Authorities
  
- Other Factors

---

---

---

---

---

---

---

---

## Why People Join Social Movements

- **Mass Society Theory**
- **Deprivation Theory**
- **Moral Issues and Ideological Commitment**

---

---

---

---

---

---

---

---

## The Life Course of Social Movements

- **5 Stages of Social Movements**
  1. Initial unrest and agitation
  2. Resource mobilization
  3. Organization
  4. Institutionalization
  5. Organizational decline and possible resurgence

---

---

---

---

---

---

---

---

## Social Change

- The alteration of culture and society over time
- Brought about by people organized into social movements

---

---

---

---

---

---

---

---

## How Technology Changes Society

- Technology
- Postindustrial or Postmodern Societies
- New Technologies
- Modernization

---

---

---

---

---

---

---

---

## Comparing Traditional & Modern Societies

TABLE 18.1 Comparing Traditional and Modern Societies

Characteristics	Traditional Societies	Modern Societies
<b>General Characteristics</b>		
Social change	Slow	Rapid
Size of group	Small	Large
Religious orientation	More	Less
Formal education	No	Yes
Place of residence	Rural	Urban
Demographic transition	First stage	Third stage
Family size	Large	Smaller
Infant mortality	High	Low
Life expectancy	Short	Long
Health care	Home	Hospital
Temporal orientation	Past	Future
<b>Material Relations</b>		
Industrialized	No	Yes
Technology	Simple	Complex
Division of labour	Simple	Complex
Economic sector	Primary	Tertiary
Income	Low	High
Material possessions	Few	Many
<b>Social Relationships</b>		
Basic organization	Genealogical	Geographical
Families	Extended	Nuclear
Respect for elders	More	Less
Social stratification	Rigid	More open
Statuses	More ascribed	More achieved
Gender equality	Less	More
<b>Norms</b>		
View of reality, life, and morals	Absolute	Relativistic
Social control	Informal	Formal
Inferno of differences	Less	More

Copyright © 2007 Pearson Education, Canada

---

---

---

---

---

---

---

---

## Technology: Ogburn's Theory of Social Change

1. *Invention*
2. *Discovery*
3. *Diffusion*

- Cultural Lag
- A Two-Way Process?

---

---

---

---

---

---

---

---

## Technology: Transforming Society

- Transformation of Existing Technologies
- Changes in Social Organization
- Changes in Ideology
- Transformation of Values
- Transformation of Social Relationships

---

---

---

---

---

---

---

---

## Contemporary Theories of Social Change

- Evolutionary Theories
  - Unilinear Theories
  - Multilinear Theories
- Marxist Conflict Theories
- Cyclical Theories
- Feminist Theories
- Postmodern Theories

---

---

---

---

---

---

---

---

## Contemporary Theories of Social Change

TABLE 18.2 Contemporary Theories of Social Change

Theories of Social Change	Assumptions	Path(s) of Social Change
Evolutionary Theories of Social Change	All societies progress from simple to more complicated forms of material organization.	From elementary beginnings to more complex stages of development.
1. Unilinear evolution	All societies follow the same path of development.	One road out of a small village that leads to a town, then a city and beyond.
2. Multilinear evolution	Different routes can lead to a similar stage of development.	Multiple roads out of a small village that lead to a town, then a city and beyond.
Marxist Conflict Theories of Social Change	Similar to evolutionary theories of progress, except communism is the last stage of development, otherwise known as "the end of history."	Multiple roads out of a small village that lead to a town, next a city, and ending in Paradise.
Cyclical Theories of Change	Civilizations such as the Greek, Egyptian, or Roman, no one particular society are like organisms; they are born, experience an exuberant youth, mature, and finally decline and die.	Auriferous fireworks display that begins with the trail upward, then a sudden burst, followed by beautiful colours, and ending with the long trail downward to the earth.
Feminist Theories of Social Change	Except for possibly the earliest hunting and gathering communities, all societies have been dominated by patriarchy.	A "tag of war" in which more and more women are added to one side of the rope until there is an eventual stalemate.
Postmodern Theories of Social Change	There is no progress or purpose or continuity of values, beliefs, and disbeliefs, since the confidence in the association between science and morality has been broken.	A rushing river with multiple currents and fast-moving water; light sparkling off the top of the water and the surface glimmer being all one sees or wants to see.

Copyright © 2007 Pearson Education Canada

---

---

---

---

---

---

---

---