Social Movements

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http://www.iastate.edu/~soc.134
Individuals as cause of society

Social movements: continuous, large-scale, organized collective action motivated by the desire to enact, stop, or reverse change in some area of society.
### Types of social movements

<table>
<thead>
<tr>
<th>Who is changed?</th>
<th>How much change?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Specific Individuals</td>
<td>Limited</td>
</tr>
<tr>
<td>Everyone</td>
<td>Radical</td>
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</tbody>
</table>

- **Limited** Social Movement:
  - Alternative Social Movement
  - Reform Social Movement

- **Radical** Social Movement:
  - Redemptive Social Movement
  - Revolutionary Social Movement
Old vs. new social movements

✔ Old social movements: related to economic struggles between “haves” and “have-nots”
  ✔ E.g., labor movement, Grange movement

✔ New social movements: focus on non-economic quality of life issues and identities
  ✔ E.g., feminism, gay rights, peace movement, environmentalism, pro-choice/pro-life, animal rights
Building a social movement

- **Ideology:** members of a social movement share a belief system that justifies their action
  - Social movements attempt to reach people who share their ideology, convert people to their ideology, or manipulate existing ideology for new purposes

- **Social networks:** people are recruited into social movement activities through friends and relatives

- **Resources:** key resources include money, people and organizational strength

- **Political opportunity structure:** some environments are more friendly than others for social movements