**Social Movements**

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**Individuals as Cause of Society**

Social movement: continuous, large-scale, organized collective action motivated by the desire to enact, stop, or reverse change in some area of society (p. 467)

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**Types of Social Movements**

<table>
<thead>
<tr>
<th>How much change?</th>
<th>Limited</th>
<th>Radical</th>
</tr>
</thead>
<tbody>
<tr>
<td>Specific Individuals</td>
<td>Alternative Social Movement</td>
<td>Redemptive Social Movement</td>
</tr>
<tr>
<td>Everyone</td>
<td>Reform Social Movement</td>
<td>Revolutionary Social Movement</td>
</tr>
</tbody>
</table>

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**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