SOCIAL MOVEMENTS, CONTINUED
Oct. 29, 2008

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

POSSIBLE CONSEQUENCES OF SOCIAL MOVEMENTS

- Changed social policy
- Changed social attitudes
- New interest organizations
- Biographical change
THE MEEK DON’T MAKE IT

- Classic study by William Gamson (1975)
- Research question: What tactics are best for achieving social movement success?
  - Persuasion: disseminating group’s message
  - Bargaining: offering something (votes, $) in exchange for something else
  - Coercion: creating disturbances or threatening to do so
- Survey of social movements in U.S. history (1800–1945), sampled 53 movements
- Standards for success
  - Acceptance: accepted by antagonist as valid spokesperson
  - New advantages: group achieves the goals it sought

TYPES OF SOCIAL MOVEMENTS

<table>
<thead>
<tr>
<th>Acceptance</th>
<th>New Advantages</th>
<th>Outcome</th>
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</thead>
<tbody>
<tr>
<td>Yes</td>
<td>Full response</td>
<td>(20, 38%)</td>
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<tr>
<td></td>
<td>Preemption</td>
<td>(6, 11%)</td>
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<tr>
<td>No</td>
<td>Co-option</td>
<td>(5, 9%)</td>
</tr>
<tr>
<td></td>
<td>Collapse</td>
<td>(22, 42%)</td>
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</tbody>
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FULL RESPONSE (38%)

- League of Deliverance (1882): prevent employment of Chinese labor
- American Federation of Labor (1881–1935): labor union, now part of AFL-CIO (11 other labor unions also received full response)
- Federal Suffrage Association (1892–1920): supported federal women’s suffrage
- National Urban League (1910–30): improve living conditions of urban blacks
- American Committee for the Outlawry of War (1921–29): supported Pact of Paris, which made war illegal under international law
- March on Washington Committee (1942): elimination of racial discrimination in employment

PREEMPTION AND CO-OPTION

- Preemption (11%)
  - Grand Eight Hour Leagues (1865–72): support of 8-hour day legislation
  - American Free Trade League (1869–72): repeal of tariffs
  - Tobacco Night Riders (1906–11): break tobacco trust and gain control of tobacco marketing
- Co-option (9%)
  - Bull Moose Party (Progressives) (1912–16): attempted to elect Teddy Roosevelt
  - American Association of University Professors (1914–22): academic freedom and establishment of tenure
COLLAPSE (22%)

- National Female Anti-Slavery Society (1832-40): abolition of slavery (Two other anti-slavery groups also collapsed)
- Social Revolutionary Clubs (1880-87): abolish wage system and private property (Eight other socialist groups also collapsed)
- National Brotherhood of Baseball Players (1885-91): early baseball union
- Brotherhood of the Kingdom (1892-1915): mobilize Christians to improve social conditions
- American Birth Control League (1921-37): greater acceptance of birth control
- German-American Bund (1936-43): U.S. adoption of National Socialism (Nazism)

WHAT TACTICS WORK?

- Violence users
  - 8 total: 6 (75%) new advantages, 5 (62%) acceptance
- Nonviolent coercion users
  - 10 total: 8 (80%) new advantages, 5 (50%) acceptance
- Other success-producing factors
  - Thinking small
  - War-time challenges
  - Bureaucracy

ANTI-IMMIGRANT MOVEMENT