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>Specific Individuals</th>
<th>Limited</th>
<th>Radical</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Alternative Social Movement</td>
<td>- Redemptive Social Movement</td>
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<tr>
<td>- Reform Social Movement</td>
<td>- Revolutionary Social Movement</td>
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</tbody>
</table>

Who is changed?

- Everyone

How much change?

- Limited
- Radical
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