SOCIAL MOVEMENTS
March 25, 2009

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)

INDIVIDUALS AS CAUSE OF SOCIETY

TYPES OF SOCIAL MOVEMENTS

How much change?
Limited  Radical

Who is changed?
Specific Individuals  Everyone

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

POSSIBLE CONSEQUENCES OF SOCIAL MOVEMENTS

- Changed social policy
- Changed social attitudes
- New interest organizations
- Biographical change