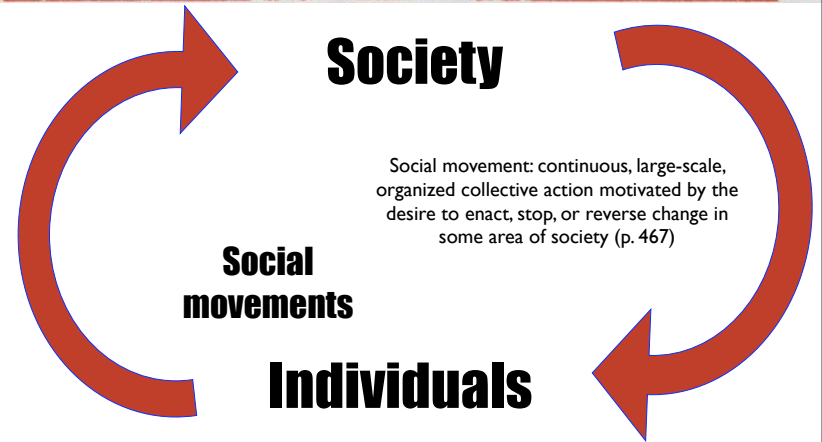


SOCIAL MOVEMENTS

March 25, 2009

INDIVIDUALS AS CAUSE OF SOCIETY



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HOMER STARTS ANTI-BEAR MOVEMENT

TYPES OF SOCIAL MOVEMENTS

		How much change?	
		Limited	Radical
Who is changed?	Specific Individuals	Alternative Social Movement	Redemptive Social Movement
	Everyone	Reform Social Movement	Revolutionary Social Movement

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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

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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

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POSSIBLE CONSEQUENCES OF SOCIAL MOVEMENTS

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

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