

Collective Behavior

- 1) Discuss early explanations of collective behavior, focusing on the transformation of the individual.
- 2) Evaluate contemporary views of collective behavior, including the minimax strategy and emergent norms.
- 3) Provide examples of and discuss lynching's, riots, panics, mass hysteria, rumors, fads, fashion, and urban legends.

Lesson objectives

Teachers' notes

Collective Behavior

- 1) Differentiate between proactive and reactive social movements
- 2) Identify and contrast the different types of social movements
- 3) Discuss the tactics that social movements employ, and how and why these tactics are chosen.

Lesson objectives

Teachers' notes

Subject: Sociology

Topic: Collective Behavior

Grade(s):

Prior knowledge: 11-12

Cross-curricular link(s): Basic

All kinds

Lesson notes:

Type text here

Lesson objectives

Teachers' notes

Collective Behavior: Early Explanations

The Transformation of the Individual How the Crowd Transforms the Individual

Charles Mackay (1814-1889)

Observed Country folks
Herd Mentality – cows who suddenly stampede
"She went off her rocker"

Pull



Collective Behavior: Early Explanations

Collective Behavior - Extraordinary activities carried out by groups.

IE Panics

People who bypass the usual norms governing their behavior and do something unusual



Collective Behavior: Early Explanations

The transformation of the individual

Gustave LeBon (1841-1931)

People feel anonymous in crowds

Less accountable for what they do

Collective Mind – Inconceivable behavior to the point where  anything is possible

Repressing our destructive instincts

Pull



Collective Behavior: Early Explanations



Pull



Early 20th Century Thought on Collective Behavior

Pull

The Acting Crowd - Five Stages

Herbert Blumer (1900-1987)

Studied under Park

Active Crowd – excited group of people who move toward a goal

Tension or Unrest

Exciting Event

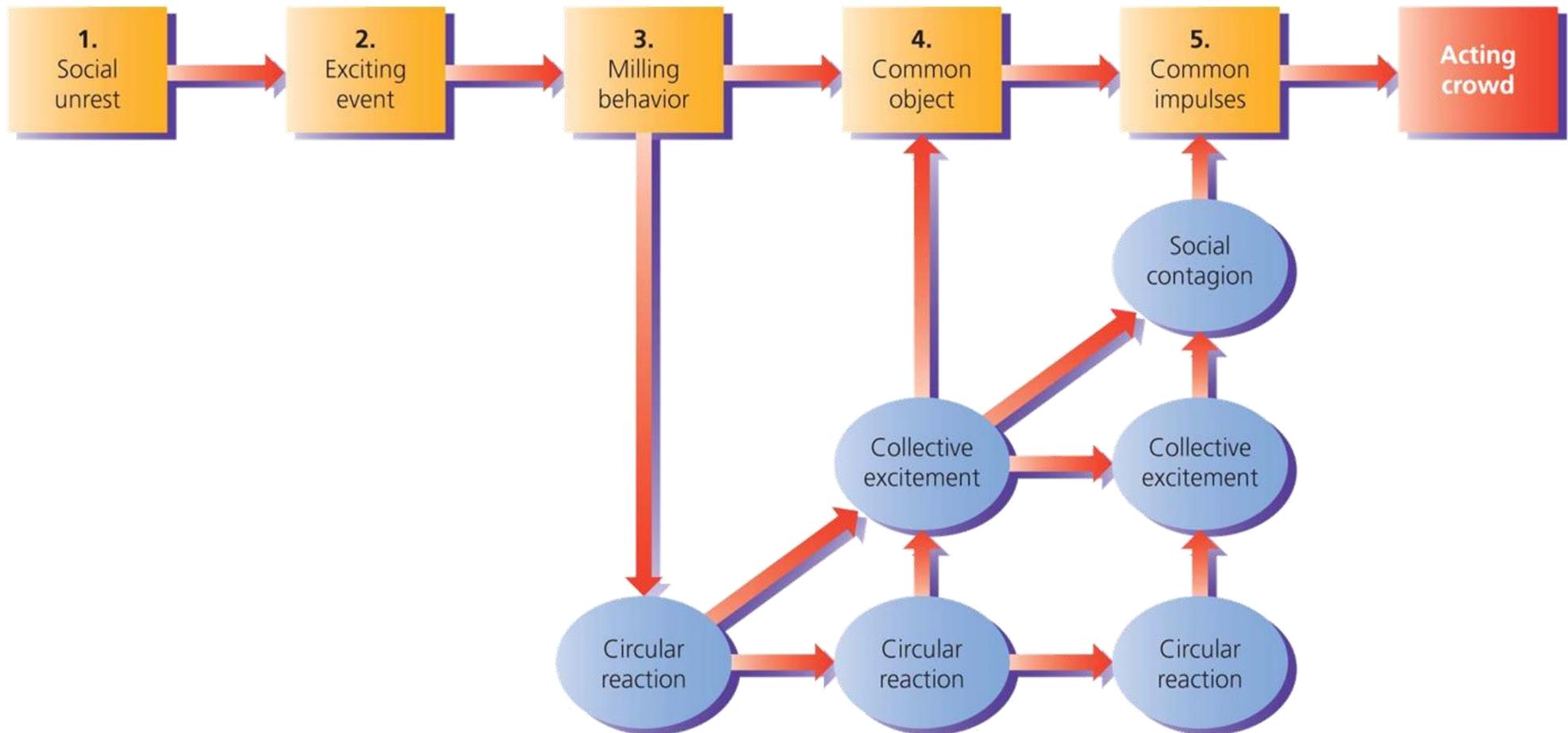
Milling Behavior

Common Object

Common Impulses

Pull

Figure 21.1 Blumer's Model of How an Acting Crowd Develops



Source: Based on McPhail 1991:11.

The Contemporary View:
The Rationality of the Crowd

29 min 114 min
42 min
51 min

The Minimax Strategy

Richard Berk

People work to minimize their cost and maximize their [SEP] rewards

If we think someone will approve an act, the chances [SEP] increase that we will do it. IE Referee





The Contemporary View: The Rationality of the Crowd

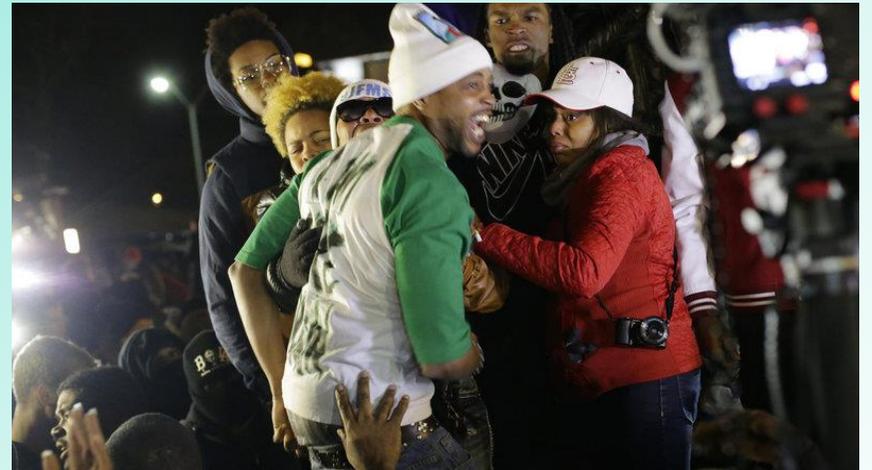


Customary thinking out the window...new norms ^{SEP}emerge
Turner and Killian *Emergent Norms*—Five Kinds of ^{SEP}Participants

The Ego-Involved – a stake
Most important
The Concerned – personal
The Insecure – need power
The Curious Spectators - nosey
The Exploiters – free riders
Novel definition of right and
Normally? Wrong!!



Michael Brown Case





Forms of Collective Behavior

Presidential Protests



Forms of Collective Behavior

Interaction – How do people influence one another? What are ^L_{SEP} preexisting attitudes?

Riots

Los Angeles Rodney King

4000 Fires 54 Killed 2328 Treated, 1 Billion

Background Conditions

Urban Riots are frustration and anger brought on by feelings ^L_{SEP} and deprivation.

Simmering... Jobs

Precipitating Event

Violence against people and or property



Rodney King Video



Forms of Collective Behavior



Rumors – unverified information about ^[SEP]some topic of interest that is passed from ^[SEP]one person to another

Disney Rumors – why occur?

Replace Uncertainty rumors fill ^[SEP]missing information – *Turner and ^[SEP]Shibutani*
Most rumors are short lived and ^[SEP]of little consequence

Pass from Person to Person

Urban Legends

Serve as Warnings

The Hook

Related to Social Change

Tanning Bed

Instill Fear

World of Aids!!

Forms of Collective Behavior

Panics and Mass Hysteria

People become so fearful that they cannot function normally...flee the situation

The Classic Panic

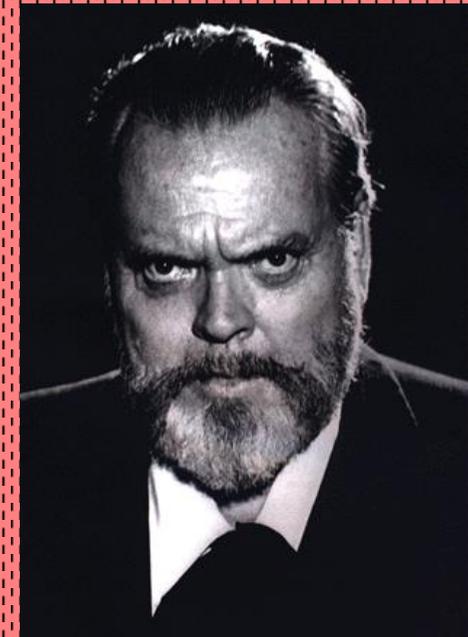
The War of The Worlds

The Occurrence of Panics

Do occur but they are set off by rumors

Tsunami

Iraqi Bridge



16:30

Contemporary Forms of Collective Behavior



Forms of Collective Behavior

Moral Panics – when large number of people become concerned, even fearful, about some behavior that threatens morality.

**Those responsible feel hostility
Most famous – Inquisition 1400 -1650**

**Who fuels? Day Care's in the 80's
Beverly Hills Supper Club - role extension
(page 624)**

Planking

Forms of Collective Behavior



Fads – novel form of behavior
Mass Media fuels
Crazes – short intense fads
Object and Behavior



Fashion - A pattern of behavior that catches peoples attention and last longer than a fad

Flash Mobs



Tickle Me Elmo and Beanie Babies



Forms of Collective Behavior



Tickle Me Elmo and Beanie Babies

Fashion - A pattern of behavior that catches peoples attention and last longer than a fad



Fads and Fashion

Baby Names

Traditional

Jacob, Michael, Abigail, Joshua, Hannah and Daniel

A Fad which has started in 2007 is getting stronger and looms to crown the title of the hottest trend for 2008 is Place names. London, Boston, Dresden, Paris, Ireland, Hudson and Athena

Maybe the most popular trend will be going back to old up-scale American and English surnames, or as they are known "Preppy" names. Names such as Archibald, Ashley (for a male!), Bennett, Carrington, and Jamison will be popular.

Baby Names

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A Pact: Teenage Pregnancy



Trends

Heels

Timothy McVeigh

Social Movements

Pull

Proactive Social Movement
Reactive Social Movement

Pull

Social change

Example

Can

Example



		Amount of Change	
		Partial	Total
Target of Change	Individual	1 Alterative	2 Redemptive
	Society	3 Reformative	4 Transformative
	Global	5 Transnational	6 Metaformative

Types of Social Movements



What is the target of the movement?
What amount of change do they seek?

Alternative Social Movements – Individual – Alter some behavior [L]_[SEP] Ex. Temperance ends battery

Redemptive Social Movements – Individual – Total Change Ex. [L]_[SEP] Fundamental Christianity “New Creation”

Reformative Social Movements – Society – Specific behavior Ex. [L]_[SEP] Civil Rights Treatment of Minorities

Types of Social Movements

Transformative - Societal Total Change -Seek to transform the social order itself with their version of a good society. Revolutions - French, American

Transformative Social Movements – Total -Transform social order itself
Ex. American Revolution

Transnational Social Movements – Global Change – improving the quality of life Ex. Women's Rights

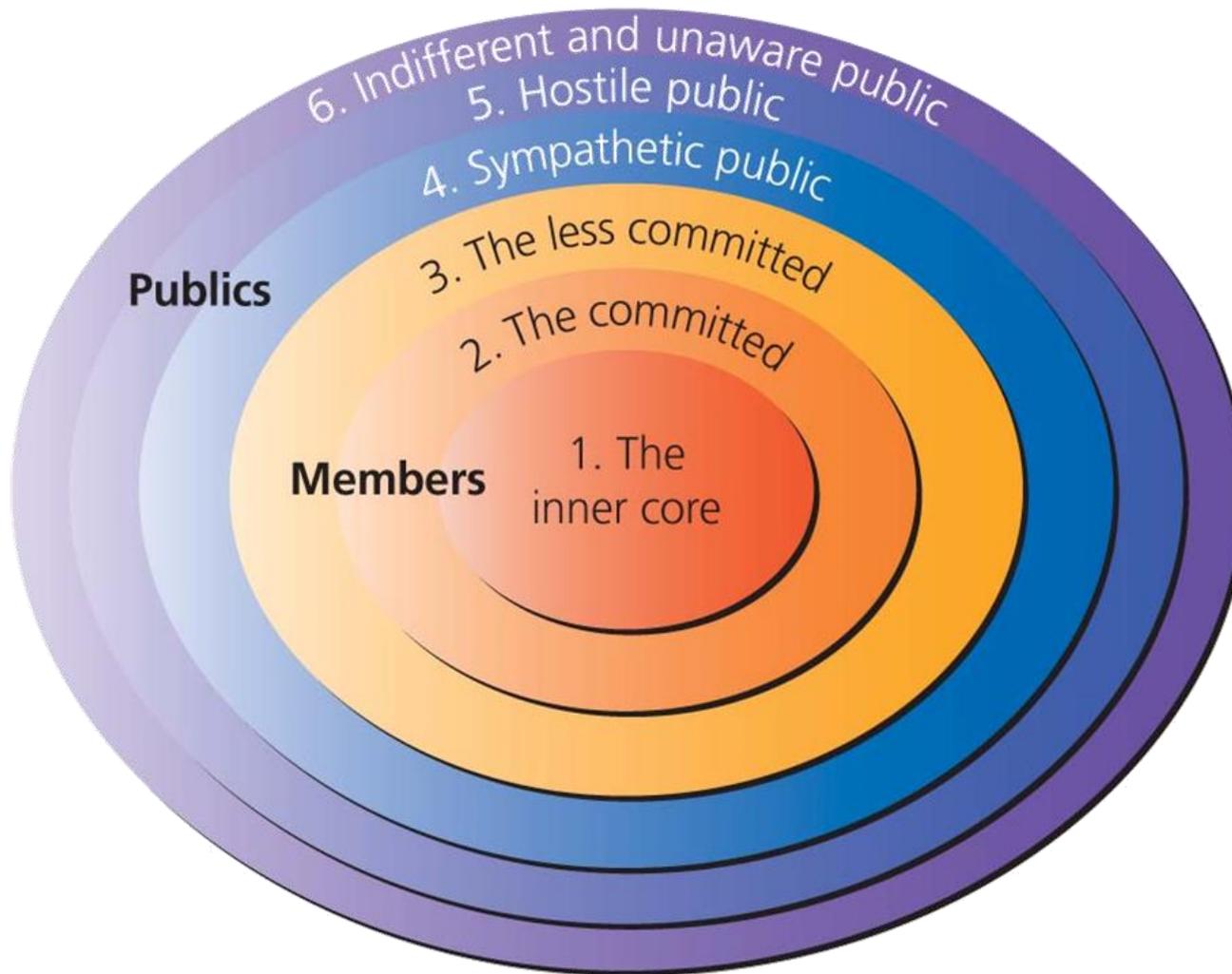
Metaformative Social Movements – Change global Social order – Rare – Reformulate practices of Race, gender etc.

Ex. Communist and Fascist movements

Ex. Islamic Fundamentalist

Not united many separate groups working toward differing goals

Figure 21.3 The Membership and Publics of Social Movements



Source: By the author.

Tactics of Social Movements

Levels of Membership

What to do? Boycott, March, Vigil, Bomb, Burn, or Lassassinate -
Peaceful or Violent

As you move out you become less involved

The Inner Core – sets groups goals, timetables

The Committed – do the grunt work, less committed

The Less Committed – less dependable, convenience

Tactics of Social Movements

The Publics

Sympathetic Public

No commitment, prime for recruitment

Hostile Public

Values go against their own, wants to stop

Indifferent and Unaware Public

May be unaware or completely clueless to ^[L]_[SEP] what's going on

Tactics of Social Movements

Relationship to Authorities

Why would this be important to the movement?

Two main types?

Institutionalized - approved by authorities

Transformative = collision course

Other factors in movements

Ellen Scott's study of rape

Santa Cruz v. Washington D.C.

Friendships, White on White, White on Black

Ended up closing doors because of signs



Public Opinion and Propaganda



photo © Oil Spill Public Information Center

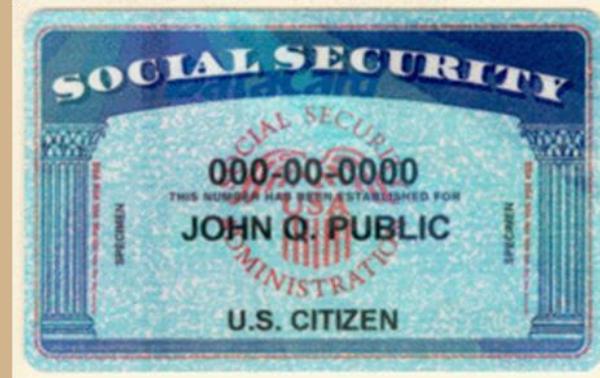
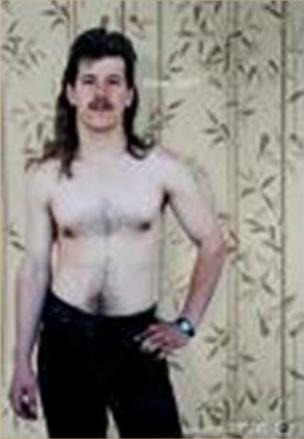
Propaganda and the Mass Media

Propaganda -
Reading on page 633
Gate Keepers –
Mass Media
Name-Calling
Glittering Generality
Transfer
Testimonials



Propaganda and the Mass Media

Plain Folks Card Stacking Bandwagon



Why Do People Join Social ^[L]_[SEP] Movements?

Why people join Social Movements? A sense of injustice!

Mass Society Theory

William Kornhauser

People feel isolated

Impersonal

Fill a void – What would happen in the western US then?

Problems with this theory? Civil Rights – Deeply rooted in family

What about the most isolated of all? The Homeless

Deprivation Theory

Because we lack, (money, justice, privilege or status), we will join a ^[L]_[SEP] movement with the hope of making this up.

Alexis de Tocqueville - Relative Deprivation – What people think ^[L]_[SEP] they should have.

French and German's in Revolution?

Why do people join social movements?

Moral Issues and Ideological [L SEP] Commitment



Moral Shock – sense of outrage
Ideological commitment to the goals



A Special Case

Agent Provocateurs

Someone who joins a group in order to spy on or to SEP sabotage the movement

Some willing to go very far

Must look the part



Success and Failure of Social Movements

Five Stages

Initial Unrest and Agitation

Resource Mobilization

Organization

Institutionalization

Organizational Decline and Possible  Resurgence

Success and Failure of Social Movements

Rocky Road to Success

Social Movements Rarely Solve Social Problems

Many Social Movements Affect Society

Attachments

3rd Graders Plot Teacher Attack.avi

LA Riots - Gunfight In Koreatown.avi

Great White Band Video.avi

conservative FOX guest blames school for Pregnancy Pact.avi

Fall Out Boy - I_m Like A Lawyer With The Way I_m Always Trying To Get You Off (Me _amp_ You).avi

AGENTS PROVOCATEURS CAUGHT ON VIDEO_.avi