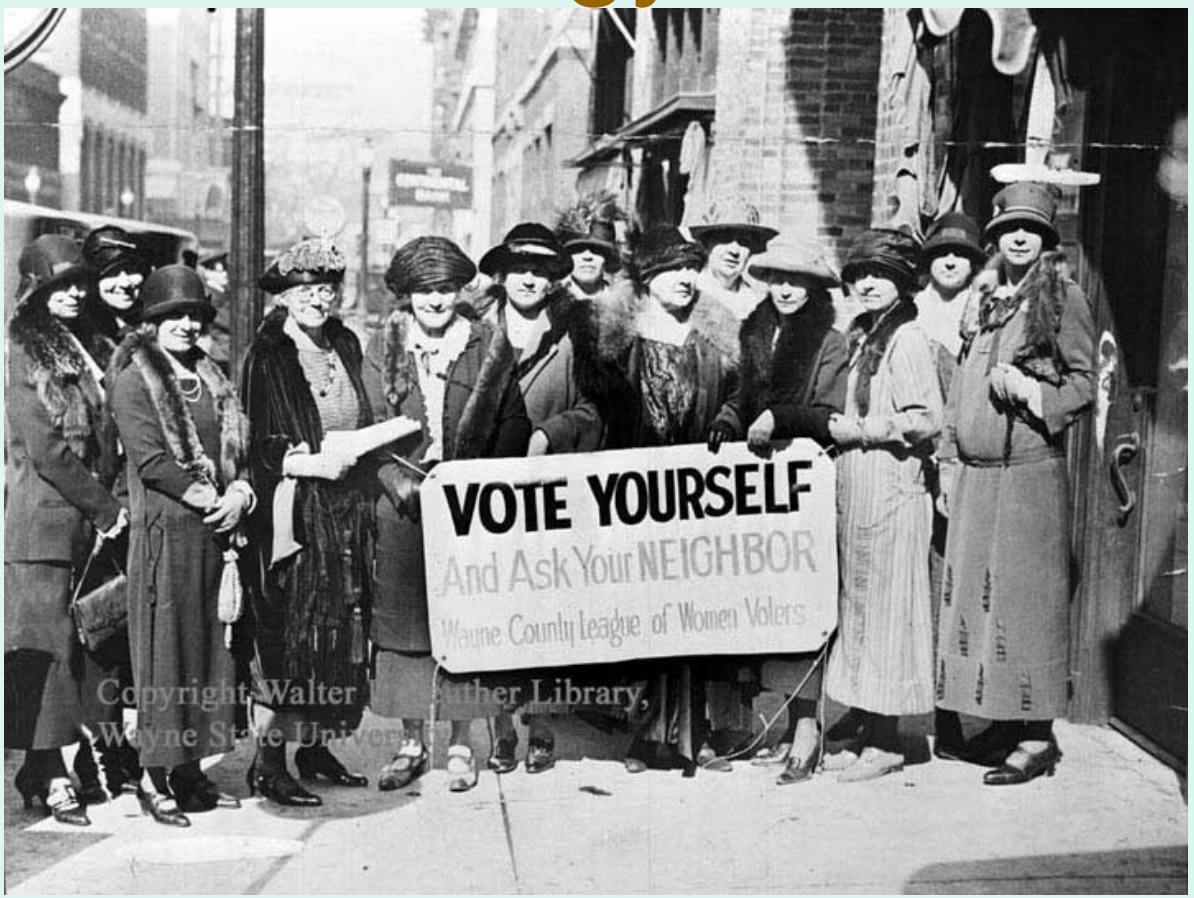
Sociology 200



April 11, 2007

Social Movements, Globalization

Agenda

- Social movements
  - Theories of social movements
  - Types of social movements
  - Life cycle
- Globalization
- Social Change in the US

Social Movements

- A **social movement** is *a form of collective behavior in which large numbers of people are organized or alerted to bring about, or to resist, social change.*
- Usually participation is only informal and indirect
  - Sympathizers identify with and support the movement without joining formal organizations

- For people to join a movement, people must believe their values, beliefs, needs or goals are being stifled or challenged by the social structure or individuals.
- These people must feel the situation is inappropriate and there is a way to set things right.
- Still, some catalyst is needed to mobilize this discontent - there are two theories on the catalysts

Social Movement Theory

- Resource Mobilization Theory
  - Assumes that social movements arise at certain times and not at others because some people know how to mobilize and channel the popular discontent.
    - Although a certain level of discontent exists virtually everywhere, a social movement does not develop unless a persuasive leader who can convince others to donate, money, time, and information and other resources crops up and an organizational format is developed.

- **Relative Deprivation Theory**
  - Deprivation or disadvantage is not measured in absolute terms, but by comparison with others as a reference group
  - As a theory, it assumes that *social movements are an outgrowth of the feeling of relative deprivation among large numbers of people who lack certain things or conditions to which they feel entitled.*
    - Examples could include access to health care, voting rights, improved working conditions, social dignity
  - Critique: not all participants are actually deprived, but if interpreted as morally, deprived, this could be a reasonable theory

Types of social movements

- **Reactionary-***embraces the aims of the past and seeks to return general society to yesterday's values*
  - **Examples: KKK, Neo-nazis, Taliban**
- **Conservative-***seek to maintain society's current values by reacting to change or threats of change that they believe will undermine the status quo.*
  - **Examples: some of the "Right to Life" groups, anti-gun control organizations**

- **Revisionary-** *seek partial or slight changes within the existing order but do not threaten the order itself*
  - **Examples: civil rights movement, antinuclear movement, women's movement, environmental movement**
- **Revolutionary-***seek to overthrow all or nearly all of the sexisting social order and replace it with an oreder they consider more suitable*
  - **Examples: Zimbabwe guerrila movement, the anti-apartheid movement in South Africa**

- **Expressive-***this social movement is less to change the society as it is to stress personal feelings of satisfaction or well-being to distract individuals from a great dissatisfaction or void in their lives*
  - **Examples are usually religious groups or possibly "intentional communities" Tischler notes Hari Krishnas and the Unification Church as religious examples**

Life Cycle of Social Movements

- Social movements do not last forever – either they succeed and become part of the social structure, fall apart and fail, or change.
- Armand L. Mauss (1975) postited five lifecycle stages which are described following; however, these stages are not necessarily common to all social movements.

- Incipiency
  - First stage when large numbers of people are frustrated about a problem but do not perceive any solution to it through existing social structures
    - Example: 1880s labor conditions were so bad for American workers that they began undertaking strikes and otherwise taking up organizing. At times there were battles with private security groups (Pinkertons) and state militia.
    - This is the time when leaders arise, e.g. Samuel Gompers for the labor movement (AFL) or Dr. Martin Luther King for the civil rights movement.

- Coalescence
  - In this stage groups form around the leaders to promote policies and promulgate programs.
  - Some groups join together, others dissolve in competition for members; eventually a dominant group emerges (or coalition of groups). Its goals become the goals of many and its actions have wide participation. Its policies have wide influence.
  - Example: Labor movement coalesced in 1905 around IWW, and coalscence continued into the 1930s with United Mine Workers, ILGW founded the CIO, and then there were several large powerful organization

- Institutionalization
  - Social movements have reached their peak strength and influence and have become firmly established.
    - Leadership is not so highly dependent on charisma for motivation of followers
    - The movement has become firmly established in formal rational organizations which have the power to effect lasting changes in the social order (i.e. they have the wherewithall to lobby effectively and to win necessary court cases challenging other groups)

- Fragmentation
  - During this stage, the social movement begins to fall apart.
    - Organizational structures no longer seem necessary because the changes they sought to bring about have been institiutionalized or those that they sought to block have been prevented
    - Example Now fewer people are unionized because of the dramatic increase of the percentage of white collar jobs
- Demise
  - The end of a social movement
    - Thi is often not falilure but that the institutions survive and are often part of official state policy

Globalization and Social change

- **Globalization** is *the worldwide flow of goods, services, money, information and culture. It leads to greater interdependence and mutual awareness among the people of the world*
- Countries with high levels of globalization are Singapore, Netherlands, Sweden, Switzerland, Finland, Ireland, Austria, United Kingdom, Norway and Canada
- US sees more with H2A and H2B workers, the student workers at resorts, etc.

Social Change in the US

- Technological change
  - Biotechnology
    - Medical- from the human body itself with new genetic medicines
    - New crop production, genetically modified plants
  - Computers and computing
    - More visual computing
    - Enhanced tracking and monitoring with GIS/GPS
  - Remember technology is generally neutral, its uses are positive or negative

- Current and Future Workforce
  - Age cohorts
    - 16-24 faster growing than the overall population
    - Babyboomers 55-64 more than any other group growth
  - Minorities and immigrants
    - In general will increase
    - Hispanic males will exceed black males (started in 2000)
    - Women will make up 48% of the labor force in 2010

- Best and worst occupations for job growth
  - **Best** include: registered nurses, postsecondary teachers, retail sales, customer service representatives
  - **Worst** include: farmers and ranchers, sewing machine operators, word processors and typists, general secretaires, post office workers