

- I. Environmental Terms
 - A. Environmental racism
 - 1. Environmental hazards are greatest for poor people
 - B. Ecologically sustainable culture
 - 1. Meets the needs of the current generation without threatening the environmental legacy of future generations
- II. Chapter 16: Social Change
 - A. Traditional, Modern And Postmodern Societies
- III. Study Collective Behavior
 - A. Social movements
 - 1. Organized activities
 - 2. Encourage or discourage social change
 - B. Collective behavior
 - 1. Large number of people
 - 2. Spontaneous
 - 3. Violation of social norms
- IV. (On whiteboard)
 - A. Claims maker
 - B. Media
 - C. Public opinion
 - D. Policy
 - E. Revisit
- V. Theories of Crowd Behavior: Contagion, Convergence, Emergent Norms
 - A. Contagion theory Gustave Le Bon
 - 1. Hypnotic influence
 - 2. "collective mind"
 - 3. Ignore inhibitions
 - 4. Crowd = "a life of its own"

B. Critical evaluation

1. Intentions/decisions of specific individuals?
2. Maybe not irrational?

VI. Convergence Theory

A. Crowd Behavior

1. Not irrational
2. Individuals motivate crowd
3. Convergence of like-minded people
4. Members stimulate the action

B. Critical evaluation

1. People act differently in a crowd
2. Can intensify a sentiment – a critical mass of like-minded people

VII. Emergent-Norm Theory

A. Turner & Killian

1. Mixed interests
2. Unstable crowds (expressive, acting, protest)
3. Norms – vague or changing
4. "Bandwagon"
5. Neither irrational (Contagion) nor deliberate (Convergence)

VIII. Theories of Social Movements

A. Deprivation Theory

1. People who feel deprived
2. Relative deprivation
 - a. Disadvantage arising from comparison

B. Critical evaluation

1. Why some groups and not others
2. Theory suffers from circular reasoning

IX.