

- (1)
- (2) Convergence Theory
  - (2.1) Crowd Behavior
    - (2.1.1) Not irrational
    - (2.1.2) Individuals motivate crowd
    - (2.1.3) Convergence of like-minded people
    - (2.1.4) Members stimulate the action
  - (2.2) Critical evaluation
    - (2.2.1) People act differently in a crowd
    - (2.2.2) Can intensify a sentiment - a critical mass of like-minded people
- (3) Emergent-Norm Theory
  - (3.1) Turner & Killian
    - (3.1.1) Mixed interests
    - (3.1.2) Un-stable crowds (expressive, acting, protest)
    - (3.1.3) Norms - vague or changing
    - (3.1.4) "Bandwagon"
    - (3.1.5) Neither irrational (Contagion) nor deliberate (Convergence)
- (4) Rumor and Gossip
  - (4.1) Rumor
    - (4.1.1) Thrives in a climate of ambiguity
    - (4.1.2) Unstable
    - (4.1.3) Difficult to stop
  - (4.2) Gossip
    - (4.2.1) Small circle of people
    - (4.2.2) More localized
    - (4.2.3) Praise or Scorn
    - (4.2.4) Raise one's standing
    - (4.2.5) Keep others in their place
- (5) Public Opinion & Propaganda
  - (5.1) Public Opinion
    - (5.1.1) 2-10% of Americans hold no opinion
      - (5.1.1.1) Ignorance or indifference?
    - (5.1.2) Opinion and weight
      - (5.1.2.1) Experts in a field
      - (5.1.2.2) Movie stars
  - (5.2) Propaganda
    - (5.2.1) Shaping public opinion
    - (5.2.2) Information or propaganda?
    - (5.2.3) --need to be critical consumers to determine if something is or

- is not propaganda
- (6) Theories of Social Movements
  - (6.1) Deprivation Theory --don't like this theory
    - (6.1.1) People who feel deprived
    - (6.1.2) Relative deprivation
      - (6.1.2.1) disadvantage arising from comparison
    - (6.1.3) --Relative=blames victim, Absolute=blames society;
  - (6.2) Critical evaluation
    - (6.2.1) Why some groups and not others
    - (6.2.2) Theory suffers from circular reasoning
- (7) Theories of Social Movements
  - (7.1) Mass-Society Theory (Kornhauser's)
    - (7.1.1) Socially isolated people - feel insignificant
    - (7.1.2) Personal and political - purpose and belonging
  - (7.2) Critical evaluation
    - (7.2.1) Measurements of living in a mass society?
    - (7.2.2) Suggests it is flawed people, not flawed society
    - (7.2.3) Research is mixed on support of theory
- (8) Theories of Social Movements
  - (8.1) Resource-mobilization Theory
    - (8.1.1) Social movement needs substantial resources
      - (8.1.1.1) Money
      - (8.1.1.2) Human labor
      - (8.1.1.3) Offices and communication facilities
      - (8.1.1.4) Access to mass media
    - (8.1.2) Critical evaluation
      - (8.1.2.1) Powerless can promote change - committed members
      - (8.1.2.2) Overstates power people's willingness to challenge the status quo
- (9) Theories of Social Movements
  - (9.1) Cultural Theory
    - (9.1.1) Shared understandings
    - (9.1.2) Legitimize and motivate collective action
    - (9.1.3) Does not address how and when people turn toward protest
- (10) Stages of Social Movements
  - (10.1) Emergence
  - (10.2) Coalescence
  - (10.3) Bureaucratization
  - (10.4) Decline
    - (10.4.1) Success has been reached
    - (10.4.2) Organizational problems
    - (10.4.3) Leadership sells out to other interests

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- (10.4.4) Sponsored repression
- (11) In Conclusion - Social Movements of the 21<sup>st</sup> Century
  - (11.1) National Problems
    - (11.1.1) Poor public schools
    - (11.1.2) Illegal immigration
    - (11.1.3) Crime
    - (11.1.4) Size of government
    - (11.1.5) Race relations
    - (11.1.6) Cost of political campaigns
    - (11.1.7) Health care costs/Social security
  - (11.2) Social movements will continue
    - (11.2.1) Marginalized groups gaining a political voice
    - (11.2.2) Culture lag - Technology - Moral values
    - (11.2.3) Problems are global - international cooperation needed
- (12)