

WHAT DRIVES SOCIAL CHANGE? 301

reactions to events and new opportunities

WHAT ARE THE THEORIES BEHIND SOCIAL MOVEMENTS? 309

functionalism: social movements challenge the equilibrium of society and give people a way to relieve their frustrations and emotions about a particular subject

conflict theory: social inequality creates discontent among some, which can lead to social movements

symbolic interactionism: people protest in reaction to a need that is not being met

HOW DO SOCIAL MOVEMENTS INFLUENCE SOCIOLOGICAL THEORY AND STUDY? 313

social movements: provide an ever-changing sociological landscape; encourage the development of new theory and the application of existing theory

get the topic: **WHAT DRIVES SOCIAL CHANGE**

Shifts in Society 301
Resistance to Change 302
Conflict Theory 309

Functionalism 310
Symbolic Interactionism 310

Social Policy: Corporate Average Fuel Economy 313

Theory

FUNCTIONALISM 310

- social movements are not the actual activities, but are ways for people to vent their frustrations and emotions
- venting upsets the balance of society
- movements also bring individuals together, allowing those who feel isolated and alone to feel as though they are part of something bigger

CONFLICT THEORY 309

- social structures are the cause of social movements
- people concentrate on the things that they do not have, and inequality causes discontent

- discontent causes people to seek out change, either from within the system or with outside forces
- opposing parties fight for resources, so social movements are a way for groups to mobilize and seize power and resources

SYMBOLIC INTERACTIONISM 310

- social movements are caused by relative deprivation
- when a person's expectations are not met, he or she are discontent
- if their expectations are continually not met, they are likely to resort to social movements
- perception is key

Key Terms

social change is the way in which culture, interaction, and innovation change social institutions over time. 301

technology deals with the creation, use, and application of knowledge and its interrelation with life, society, and the environment. 302

invention is the creation of a new device or way of thinking. 302

diffusion is the spreading of something more widely. 302

futility is the claim that a reform cannot work because the social problem is unsolvable. 302

perversity claims that any attempts to fix a problem would actually compound the issues the change was trying to address. 303

jeopardy is the claim that attempting to solve a problem will only draw attention away from other, more important issues. 303

collective behavior is any social interaction in which a group of people engages in behavior that is not in their normal routine. 304

mobs are groups characterized by high levels of emotion that engage in some type of focused action that can be violent or disruptive. 304

hysteria is a heightened emotional state that can lead a group to violence. 304

riots are emotional and violent disturbances of the peace by a crowd that lacks a central focus. 304

fad is a temporary fashion, notion, or action the public embraces. 304

crave occurs when a fad leaves a lasting effect on society. 305

panic is an extreme fear based on something that might happen. 305

crowd is a large group of influential people who gather for a temporary purpose. 305

rumors are stories or statements that lack confirmation or certainty. 305

urban legends are rumors that are presented as true stories that act as cautionary tales. 305

social movements are activities that support or protest social issues organized by non-governmental organizations. 306

campaigns are organized and ongoing efforts of claims making that target a specific authority in society. 306

repertoires are actions used to promote interest and involvement within the movement. 306

WUNC refers to the members of a movement who want to show the public the worthiness, unity, numbers, and commitments of their movement. 306

(continued)

emergence is the first stage of a movement when people become aware of a problem and begin to notice that others feel the same way. 307

coalescence is the second stage of a movement when groups reach out to other groups and individuals to gain membership. 307

bureaucratization is the third stage of a movement when it becomes a political force. 307

decline is the final stage of a movement when an organization completes its goal or is seen as irrelevant. 307

alternative social movements want to create a change in specific people's thoughts, practices, and beliefs regarding a particular issue. 308

redemptive social movements focus on specific individuals, but the amount of change sought is radical, rather than limited. 308

reformative social movements seek to change a society's thoughts and actions, but only in a limited way. 309

progressive means favoring or promoting change. 309

regressive means seeking to stop change. 309

revolutionary social movement, or sometimes called the transformative social movement, seeks to change the thoughts and actions of all society in radical fashion. 309

relative deprivation points to the gaps between what people have and what they expect. 310

frame alignment process occurs when social movement organizations link their goals to the goals of other organizations. 311

frame bridging occurs when two or more groups that may be somewhat opposed to each other join forces. 311

amplification occurs when ideas become elaborated and sometimes exaggerated. 311

extension refers to the way social movement organizations seek to align their interests with those of other groups that are related, sometimes furthering ideas that were not originally in their frame. 311

transformation changes the old meanings and understandings of the problem and creates new and innovative ones. 311

Sample Test Questions

These multiple-choice questions are similar to those found in the test bank that accompanies this textbook.

- Which of the following statements about mobs is *false*?
 - They are violent and disruptive.
 - They have high levels of emotions.
 - They have no central focus or intent.
 - They are one form of collective behavior.
- Social protesters who argue perversity claim that
 - there is no solution to the problem.
 - any change will only make the problem worse.
 - the "so-called problem" is not really a problem at all.
 - focusing on the problem means ignoring more important things.
- Which of the following statements about technology is *false*?
 - Technology encompasses more than objects and things.
 - As technology changes, culture remains the same.
 - Technology is the product of invention.
 - Technology leads to new discoveries.
- Which of the following is an example of a craze?
 - People redecorating their home using feng shui techniques
 - People going on a date at a video arcade
 - People attending a DARE presentation
 - People waiting in line to buy a Wii
- Which type of social movement seeks to create limited change for the entire society?
 - An alternative social movement
 - A redemptive social movement
 - A reform social movement
 - A revolutionary social movement

ANSWERS: 1. c; 2. b; 3. b; 4. b; 5. d

ESSAY

- Discuss the four types of social movements and the features of each one.
- How does new technology affect society?
- What is relative deprivation?

- How do sociologists from the three sociological paradigms view social movements?
- How does the environmental movement Hawken discusses differ from other social movements?

WHERE TO START YOUR RESEARCH PAPER

For more information on all countries, including maps and profiles, go to <http://www.cia.gov/cia/publications/factbook/index.html>
<http://www.unesco.org/women/sta/index.htm>

To find United Nations data on children, go to <http://www.unicef.org/statistics/index.html>

To find more information on national and international population projections and reports as well as inequality and poverty numbers, go to <http://www.census.gov>

To learn more about the World Values Survey (which includes data from surveys of 66 countries), go to <http://wvs.isr.umich.edu/>

To find religious data on the Web, go to <http://www.adherents.com/>

For comparison data on education, go to <http://nces.ed.gov/>

For more information on the world population report, data, and trends, go to <http://www.un.org/esa/population/unpop.htm>

To find summary data on topics related to population growth, go to <http://www.prb.org/>

To learn more about the United Nations environmental report, including data on environmental trends, go to <http://www.unep.org/Evaluation/default.htm>

For international earth science information, including numerous reports and various data sources, go to <http://www.ciesin.org/>

To find information on health indicators, international comparisons or health care systems, and health-related data, go to <http://www3.who.int/whosis/menu.cfm>

For data on income and inequality throughout the world, go to <http://www.wider.unu.edu/wiid/wiid.htm>

To find international data and analysis of poverty and wealth throughout the world, go to <http://www.worldbank.org/>

Remember to check www.thethinkspot.com for additional information, downloadable flashcards, and other helpful resources.