

What's left...

- Social movement project due tonight
- Final exam on May 16th, at 9AM, watch out for email communication



Chapter 16

Social Change

Warm up: Ice Bucket Challenge Analysis

- Watch ONE video of “ice bucket challenge”, if you have never done so.
- What is “Ice Bucket Challenge”?
- Why do you think that “Ice Bucket Challenge” can make such a huge success?

What Is Social Change?

- Sociologists define ***social change*** as the transformation of a culture over time.
- Social change can be *deliberate* or *unplanned, intended* or *unintentional*.
- Some changes are more controversial than others.



What Is Social Change? Sources

- Sources of social change
 - Major physical events (e.g., hurricanes, earthquakes, volcanic eruptions)
 - Demographic factors (e.g., the aging of Baby Boomers)
 - Discoveries and innovations (e.g., fire, the wheel, the Internet)



Carolyn Cole/Los Angeles Times via Getty Images

What Is Social Change? Collective Action

- The most important contributions to social change have been made through collective action (like the civil rights movement).



Collective Behavior

- *Collective behavior*: behavior that follows from the formation of a group or crowd of people who form together to take action toward a shared goal

Collective Behavior: Crowd Behaviors and Mass Behavior

- Two forms of collective behavior are *crowd behavior* and *mass behavior*.
 - Crowd behavior: temporary gathering of individuals in a public place who might interact, but do not identify or stay in contact, with one another. (e.g. street performance)
 - Mass behavior: large groups of people engaging in similar behaviors without necessarily being in the same place (e.g. pray for Ukraine)

Social Movements

- A *social movement* is any social group with leadership, organization, and an ideological commitment to promote or resist social change.



Social Movements: Promoting and Resisting Change

- *Activism* is any activity intended to bring about social change.
 - Because society is constantly changing, new social movements and different opportunities for activism are constantly emerging.

Theories of Social Movements: Relative Deprivation Theory

- *Relative deprivation theory* is a theory explaining social movements, which focuses on oppressed groups pursuing rights or opportunities already being enjoyed by others.



Social Movements: Stages in a Social Movement

- Four stages that social movements tend to go through.
 1. The public defines the problem.
 2. People organize.
 3. The movement becomes bureaucratized.
 4. The movement begins to decline.

Theory in Everyday Life

TABLE 16.1 Theory in Everyday Life

Perspective	Approach to Social Change	Case Study: The Environmental Movement
Structural Functionalism	Sometimes social change is necessary to maintain equilibrium and order in society.	Natural resources are necessary for the survival of society, so the growth of a social movement dedicated to the wise use and conservation of natural resources is functional for society.
Conflict Theory	Social change is the inevitable result of social inequality and conflict between groups over power and resources.	Environmental privileges (such as scenic natural vistas, clean water, and unpolluted air) are unequally distributed among groups in society. The environmental movement works to secure the rights of all citizens, rich and poor, to a clean, healthy, beautiful, and sustainable world.
Symbolic Interactionism	Social change involves changes in the meaning of things as well as changes in laws, culture, and social behavior.	The environmental movement works to safeguard animal species by having them declared “endangered” or “threatened.” Redefining groups of animals in this way allows for their protection through endangered species laws rather than their decimation through hunting or habitat reduction.

