

Social movement theory

CCT 320

January 26, 2018

Now That I'm Graduating, What's Next?

Looking for full-time employment
or not sure of your next steps upon graduation?

For students graduating in 2018, attend this
workshop for access to **full-time** permanent jobs.

Wed Jan 31 | 10-1:30am | DV3129

Thu Feb 15 | 2-3:30pm | DV3130

Tue Feb 20 | 2-3:30pm | DV3129

Mon Mar 5 | 2-3:30pm | DV3140

Fri Mar 9 | 10-11:30am | DV3140

Wed Mar 14 | 5-6:30pm | DV3140

Tue Mar 20 | 2-3:00pm | DV3130

Wed Mar 28 | 2-3:00pm | DV3129

Tue Apr 3 | 10-11:00am | DV3130

Can't make it to these dates? Check on CLN for more dates!

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CAREER POTENTIAL

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Goals

Define the components of a social movement

Understand different theories of mobilization

Reviewing mind maps from last week

Facebook -- your answers

- Advertising
- Connections
 - Types of interaction (likes, comments)
 - Contexts of connection (work, school)
 - Imagined Community
- Privacy / Surveillance
- News
- Self
- Entertainment
- Business of Facebook (WhatsApp, Instagram)
- International

What counts as a
social movement?

**FIGHT
LIKE
A
GIRL**



**RECRUITING
WOMAN**







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INTERNET GOES

**ALL SITES AND
PEOPLE TO GO OUT**

ON STRIKE

Major sites all over the internet have gone on strike due to SOPA and PIPA, the hot-button anti-privacy legislation. Experts

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Imagine a World Without Free Knowledge

For over a decade, we have spent millions of hours building the largest encyclopedia in human history. Right now, the U.S. Congress is considering legislation that could fatally damage the free and open Internet. For 24 hours, to raise awareness, we are blacking out Wikipedia. [Learn more.](#)

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Facebook



Google+



Twitter

Social movement

“collectivities acting with some degree of organization and continuity outside of institutional or organizational channels for the purpose of challenging or defending extant authority, whether it is institutionally or culturally based, in the group, organization, society, culture, or world order of which they are a part” (Snow, Soule, and Kriesi 2004)

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**Theories of
mobilization -
how are people able to
mobilize?**

Paradigmatic example: Civil Rights Movement (CRM)

Social movement theory was largely developed alongside the Civil Rights Movement, took the movement as inspiration for theoretical advances



Paradigmatic example: Civil Rights Movement (CRM)

“It is appropriate and necessary for us to acknowledge the critical role that Black lives and struggles for Black liberation have played in inspiring and anchoring, through practice and theory, social movements for the liberation of all people.” (Alicia Garza, one of founders of Black Lives Matter)



Resource mobilization

Resource mobilization is a theory which says that groups are able to mobilize when they accrue adequate amounts of resources to take action

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Resources include membership, organizing facilities, networks of individuals, and money

CRM and the Black Church

CRM as highly reliant on networks of Black churches

Southern Christian Leadership Conference (MLK Jr's organization) relying on mass base of Black church attendees

"A rarity. It will stand out for a long time."

The Washington Post

The Origins of the Civil Rights Movement

Black Communities Organizing for Change

Aldon D. Morris



Political Process Model

Political process model pays more attention to several processes generated by the movement itself

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More critically, looks for structural *political opportunities* which movement can take advantage of

Political Opportunity Structures

1. Relative openness or closure of the institutionalized political system

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2. The stability or instability of the broad set of elite alignments that typically undergird a polity

Political Opportunity Structures

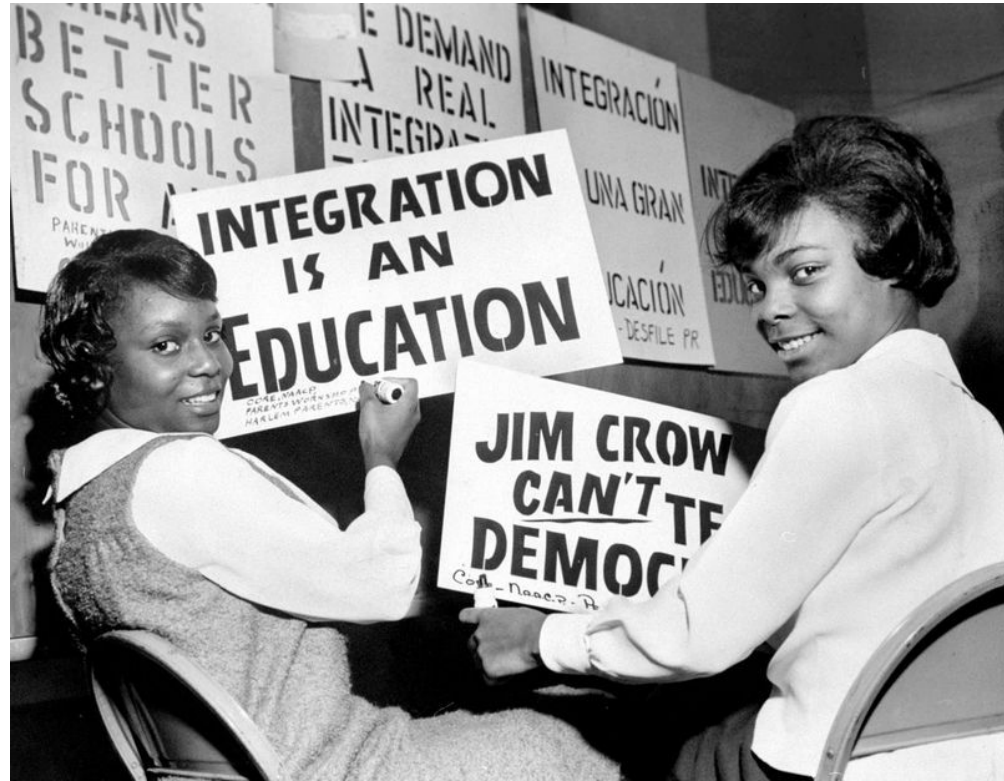
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2. The stability or instability of the broad set of elite alignments that typically undergird a polity
3. The presence or absence of elite allies
4. The state's capacity or propensity for repression

Political Opportunities in 1960s

Brown vs. Board of Education
decision on racial segregation in
public schools



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Collapse of Southern cotton
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Collapse of Southern cotton economy and Great Migration of Black people to North from the South

Pro-integration white elites in the North vs. segregationist white Southerners



Collective Identity

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Shared status or relation (could be imagined or real)

“New” Social Movements

Many movements from 1970s to present which could not be explained by class position

Protests around peace, nuclear energy, women’s rights, and queer rights



Signaling and counterpublics

Protest difficult to predict from existing structural theories in highly repressed environments, such as authoritarian states

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People have public and private preferences with regard to a regime. But if enough people publicly signal their opposition to a regime, others will join in

East Germany and West German television

During the beginning of the fall of East Germany, residents may have been to pick up West Germany (e.g. non-Soviet) television transmissions

Saw others intent on leaving the country being prevented from doing so

Possibly inspired others to protest, form groups against the regime



Write an example of a social movement and a resource which that movement uses.