**Collective Behavior and Social Movements:**

**Collective Behavior**: The relatively spontaneous social behavior that occurs when people try to develop common solutions to unclear situations. Hard to study because it is often short lived, spontaneous, and emotional. Examples: fads, panics, rumors, urban legends, lynch mobs, flash mobs.

**Characteristics:** Limited Interaction, Unclear Norms, Limited Unity

**3 Types of Crowds**: 1**. Casual**: least organized, temporary, little interaction 2. **Expressive Crowd**: Center around emotionally charged event like a concert or sporting event 3**. Acting Crowd**: Violent emotional group, Euro 2000 Soccer Championship fight. The **mob** is the most violent form of an acting crowd.

Social Scientists refer to the term **public** as a group of geographically scattered people who are concerned with or engaged in a particular issue. **Public Opinion** refers to the collection of differing attitudes that members of a public have about a particular issue. **Propaganda** is an organized and deliberate attempt to shape public opinion.

**Public Opinion can lead to certain actions or attitudes**: What actions did Americans take in response to the terrorist attacks of September 11th? What attitudes did Americans think about and adopt across the spectrum?

**Social Movements**: Are much more deliberate and long-lasting forms of collective behavior, they possess a highly-structured organization with formally recognized leadership, and they are conscious efforts to promote or prevent social change.

**Types of Movements**:

1. **Reactionary:** To reverse current social trends “turn back the clock”
2. **Conservative:** Try to protect what is seen as societies prevailing values from change they consider to be a threat to those values
3. **Revisionary:** Improve or revise some part of society through social change
4. **Revolutionary:** Total and radical change of the existing social structure

**Life Cycle of Social Movements:**

1. **Agitation**: Emergence out of the belief that a problem exists, they seek to gain widespread support (many die during this period)
2. **Legitimation**: Movements that have support and are viewed as acceptable and respectable, have clear leadership, are considered a just cause, usually attracts media attention during this phase
3. **Bureaucratization:** Organizational structure of the movement becomes formalized, ranked structure of authority (original goals of movement are sometimes swept aside in order to run the organization
4. **Institutionalization:** Movement has become an established part of society. Resists Change at this stage.

**Two Explanations for Social Movements:**

1. **Relative Deprivation Theory:** People join social movements because they feel deprived relative to other people or groups with whom they identify. Through movement they seek to access things they lack, but that others have like the vote, higher income, better working and living conditions, etc.
2. **Resource-Mobilization Theory:** Deprivation can lead to a need to organize, garner/collect, and effectively use resources (resources could include money, media, lobbyists, supporters, advertising and propaganda and/or legal aid).