**Unit 8 – Social Change**

1. Review “3.3 - Social Change” p. 54-61

Sources of Change

* Ideologies spread through social movements
* Discovery and invention of new technology
* Changes in population: size, movement, average age
* Cultural diffusion
* Environmental: natural disasters, scarcity of natural resources
* Wars and conquests

Resistance to Change

* Ethnocentrism:   
  “Buy American” campaign
* Cultural lag:   
  Schools struggle to update to new technology
* Vested interests:   
  Oil industry lobby has slowed progress on energy conservation

1. Refer to “18.1 – Explaining Social Change” p. 462-470

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| THEORY OF  Social Change | Main Idea | Example 1 | Example 2 |
| Cyclical  Theory | From an historical perspective, societies go through natural stages of development. | Societies are born, grow to maturity, decline in old age, eventually die, and from the remains of dead societies new ones emerge and repeat the process. | Societies develop to a certain point, reverse, and then advance again in the future. |
| Evolutionary Theory | Societies tend to change  in one direction, in increasing complexity. Each adaptation is the basis for all future adaptations. | Natural selection guides the evolution of societies, the ability of a society to move to a new stage of development depends on how successfully its members adapt to changes. | Improvements in technology cause changes in the economy, which cause changes in all of society’s other institutions to some degree. |
| Equilibrium Theory | Based on the Functionalist idea that society resembles a living organism that seeks order and stability. | When stability is disrupted by a change in one part of society, the other parts adapt only enough to bring the system back into balance. | As society becomes more complex, new values and norms are developed to resolve conflicts between new and existing social institutions. |
| Conflict  Theory | Social change is the inevitable consequence of disputes between groups with opposing interests and competition for power and wealth. | Class conflict eventually results in the violent overthrow of those in power, and this will happen repeatedly until  classes cease to exist. | Conflict between groups (racial or ethnic, religious or political, management and labor, men and women, young and old) lead to social change that can take the form of reform or revolution. |

1. Refer to “17.1 – Collective Behavior” p. 436-448

Characteristics

* Relatively spontaneous social behavior that occurs when people try to develop common solutions to unclear situations
* Behavior that tends to be contagious and results in violations of established norms
* Collectives differ from social groups in three ways: limited interaction, unclear norms, and limited unity

Types

* Mobs and Riots: violent and emotional, usually triggered by a dramatic event
* Panics and Mass Hysteria: driven by a perceived threat or irrational fear
* Fashions and Fads: embraced by a large number of people for a short time
* Rumors and Urban Legends: unverified or untrue information spreads rapidly
* Public Opinion and Propaganda: changing attitudes and views on issues

1. Refer to “17.2 - Social Movements” p. 449-455

Distinguished from collective behavior in three ways

* long-lasting
* highly structured organization and formally recognized leaders
* deliberate attempts to institute or block social change

Tend to result when a group of people

* feels economically or socially deprived of what they think they deserve
* and have the resources to mobilize with supporters, funds, and access to media

Types

* Reactionary: try to reverse current social trends
* Conservative: try to protect values from the threat of change
* Revisionary: try to improve or revise some part of society
* Revolutionary: try to overthrow the existing social structure

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| LIFE CYCLE OF A SOCIAL MOVEMENT | | | |
| Stage 1 | Stage 2 | Stage 3 | Stage 4 |
| Agitation | Legitimation | Bureaucratization | Institutionalization |
| Small group tries to stir up public awareness | Becomes more respectable as it gains increasing support | Develops a ranked structure of authority, official policies, and efficient strategies | Becomes an established part of society, preserving the organization can become more important than the original ideals of the movement |