

Agenda

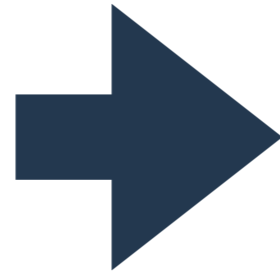
1. Social Change
2. Collective behavior

Social Change

Social change

Social *rigidity*

- ∴ Much of what sociologists look at is ways that social structures *resist* change
- ∴ E.g:
 - Class boundaries
 - Gender essentialism
 - Racialization
 - Economic inequality
 - Socialization
- ∴ All focus on ways that *dominant ideologies and norms are reinforced*



Social *change*

- ∴ Empirically, social structures *do change*
- ∴ New norms emerge
- ∴ Understanding the parts of social structures that *resist* change can help understand *how change does happen*

Social change (modernity)

Modernity

- Huge social change over the past several centuries
- Very slow change, but studied in depth
- How do social scientists explain the changes of modernity?



Social change (modernity)



Technological change

- Industrialization, sanitation, medicine, communication, ...
- Technology can change the way people relate to each other, culture, material conditions, and themselves in fundamental ways
- Conflict and functionalist theories argue that shift toward mechanized/ industrialized production caused changes of modernization



Population change

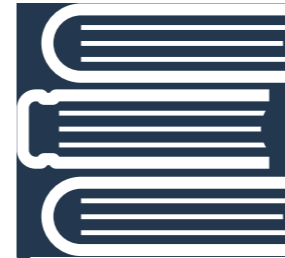
- Demographic transition theory seeks to explain shift toward modernity mostly as a result of improved health
- Changes to immigration or demographic processes change the ethnic, linguistic, national, generational composition of society (and therefore dominant ideals)

Social change (modernity)



Institutional change

- Changes to economic, political, religious (etc.) institutions associated with large-scale social change
- E.g. Weber's rational-legal governance
- Cause or effect?



Cultural change

- Modernity is a shift in *all* of these dimensions together
- Individualism, rationalism, secularism, abstraction of social institutions, ...
- Modernity is ***endogenous***:

Nothing happened *to* society from the outside to bring about modernity

Harder to explain because social changes come from society itself

Social change

How do we explain *endogenous* social change?

1 Conflict theories

- ∴ Social change is the product of oppressed populations realizing their *common cause* and changing institutional framework (class consciousness)
- ∴ Powerful reassert dominance in new context
- ∴ ***Work of deliberate social change is making the systems of oppression clear, helping oppressed see their common plight, and organizing***

2 Interactionist theories



Protestors stand in front of the burning Minneapolis Police Third Precinct (May 28, 2020)

Social change

How do we explain *endogenous* social change?

1 Conflict theories

2 Interactionist theories



Rosa Parks sitting in the front of a bus in Montgomery, Alabama in 1956

- ∴ Social inertia based on constant *normalization* and *reinforcement* in everyday interaction
- ∴ Social change occurs when new norms of interaction take hold, subverting previous assumptions
- ∴ ***Work of deliberate social change is to upset expectations of interaction as visibly as possible***

Social change

How do we explain *endogenous* social change?

1 Conflict theories

2 Interactionist theories

***Common thread:
Collective behavior***

| Social change happens when
| enough people decide it should

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