**Crowds, Mass Behaviour and Social Movements**

***Article – Nasty Crime and Paul Semple***

Questions:

1. Do you think bystanders should get involved? Why or why not?
2. Do you think Semple may have acted differently if he was alone?
3. What would you do in a situation like this?

**Collective Behaviour:**

Term used to refer to the ways people act in crowds, social movements or across an entire culture or society.

Usually \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and may be unpredictable.

Can be **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**– ie. people get together at the same time in the same place or **dispersed -**. rumours, gossip, fashion, fads

Can be irrational, dangerous, chaotic – hysteria but are usually short lived.

**Cults:**

A Cult is a group, usually with religious or spiritual beliefs that is organized around a charismatic leader

Refer to hand out

**Crowds and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

A crowd is defined as a group of people temporarily gathered together. They will have some shared interest, focus of attention, or objective.

There are \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ types of crowds

1. **The \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Crowd**

These may be seen in stores, on the street or bus stops. These crowds affect behaviour the least. People do not get involved with others and “mind their own business. This type of behaviour protects privacy and keeps people focused on their goals.

However, it can lead to ***``\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_``***  waiting to see what others will do during an emergency or dangerous situation. It is easier for bystanders to avoid responsibility since it is spread around. People fear looking `different` or foolish.

ie - Kitty Genovese and or Reginald Denny

1. **The \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Crowd**

One in which there is a show of feelings or release of tension/frustration (concerts or sporting events). Several conditions affect this crowds behaviour.

* + The presence of hundreds or thousands of people is important. Emotion and excitement can be transmitted through people and released through cheering.
  + The leader or focus of attention becomes \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. **The \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Crowd**

Generally involves performing some activity. It has goals and attempts to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. This action can be directed against an object that has been a focus of aggression or affection. For example, an expressing crowd during a concert changes to an acting crowd once it attempts to move towards the stage.

Acting crowds can be dangerous and often think in absolute terms of right and wrong with little room for discussion. They can be easily swayed or convinced by effective speakers**.**

**Two types:**

1. **Mob**

When an acting crowds turns \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Demonstrates aggressive, antisocial behaviour whereby people or property may be attacked. Leadership is generally needed to create and organize mob behaviour.

Tend to form and break up quickly. Ie, Conventional crowd at a soccer game – fans from opposing sides begin attacking one another

1. **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_-**

An unorganized and aggressive acting crowd. Several mobs with \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ for aggression can constitute a riot. Looting and violence often occurs during riots.

Riots may result from problems that have existed over long periods of time. An event may come to symbolize the problem(s), a crowd may form, and a riot may occur (The LA Riot and Rodney King verdict, 2011Vancouver Riot

**Mass Behaviour**

Mass behaviour involves personal communication between individuals who may be widely dispersed.

Media, in all its forms, promotes mass behaviour. Television, internet, and radio assist in spreading fads, fashion, and controversial issues.

As well, the internet is often unregulated regarding content which allows misinformation to spread. Examples are rumours, gossip, public opinion and mass hysteria

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

Unsupported information spreading informally by word of mouth.

Rumours can evolve as they are communicated and they spread quickly in uncertain situations (job layoffs).

Concise information best defeats rumours spreading.

**Gossip**

A form of rumour in which personal information about a person or group is spread.

Gossip can control the victim’s behaviour and creates an element of power among those who contribute the information

**Public \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (gun control, global warming).

The subjects of public opinion vary according to individual needs, media coverage and political importance.

Individuals and groups can use the media to advertise issues and create propaganda (distortion or lies to sway public opinion).

**Panic**

Form of collective behaviour that causes people to react to a threat in an emotional, irrational and sometimes self-destructive way (people rushing to get out of a burning building)

**Mass Hysteria**

When people respond to an event with irrational and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

Differs from panic as the people have little or no direct contact with each other (War of the Worlds by H.G. Wells

**Fashion**

**Fashion** is a social pattern adopted by a large number of people. Changes slowly in traditional societies since social customs and necessity influence fashions.

In modern industrial societies, however, fashion changes more quickly.

Media and mass advertising influence fashion changes in modern societies. New fashions often begin with the most affluent people in society.

**Fads**

Fad is a social pattern that people follow briefly but with enthusiasm. They appear and disappear quicker than fashion.

Often outside the cultural norm and appear strange to some people

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Movement**

A form of collective behaviour by people who are promoting or resisting changes to some aspect of society. Ie equal rights.

They can have broad based goals aimed at changing society in fundamental ways. ie \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Social movements are usually longer and more organized than any other kind of collective behaviour.

There are three categories:

* + \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_changes to a narrow portion of the society. (MADD)
  + limited change to the entire society. Wish to pointy society in a new direction like a debate over the death penalty
  + \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_(separatist movement) – try to change the basic structure of society and would impact all.

**Theories of Social Movements**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Theory**

* + Started by people who feel deprived in society in some way (Aboriginal Rights)

**Mass Society Theory**

* + Appeal to people who feel socially isolated and insignificant and they provide a sense of power and belonging (Neo-Nazi)

**Social Concern Theory**

* + Social institution or belief is being threatened (preserving Catholic Education)

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Theory**

* + Aim to reform or bring fundamental (revolutionary) changes to society (Berlin Wall). There must be significant problems within a society and people must feel deprived.