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**SociologicalYOU Chapter 15 PPT Audio Lecture Transcript**

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This is Next-Gen Introductory Sociology.

Welcome to Chapter 15: Social Change and Social Movements

There are five modules in this Chapter 15:

Module 1: Collective Behavior

Module 2: Expanding and Aging Populations

Module 3: Problems with Immigration

Module 4: Applying the Sociological Imagination to Homeless Populations

Module 5: Changing Communities

This PowerPoint does not cover every key term in Chapter 15. Please read your textbook to see what is not covered in the PowerPoint.

As we review the chapter, I would encourage you to consider these three points to ponder. These points should help you think critically about social change and social movements in your life in society and in the larger world.

1. What are the issues related to the increase in the world's population ?
2. How will the demographic shift in aging impact society and your future?
3. How can sociology help mitigate social problems and predict the future?

**Module 1: The Sociological Perspective**

To understand crowds, we need to analyze the process by which individuals participate in collective behaviors, beginning with the definition for collective behavior.

Collective behavior is defined as unplanned and unstructured behavior engaged in by large groups of people.

Other key terms important to our understanding of collective behaviors include de-individuation or loss of individuality, mob mentality, which is defined as chaotic and aggressive behavior engaged in by groups of people, fad, which is a craze or behavior quickly adopted by large groups of people that then fades rapidly in popularity and moral panic, a condition or event that is defined as being a physical or societal threat.

Collective behavior is spontaneous and unstructured behavior engaged in by large groups of people and includes fads, fashions, riots, rebellions and natural disasters.

Hurricane Katrina was an example of collective behavior in which residents from New Orleans experienced de-individuation, chaos and a breakdown of social norms.

The killings of Michael Brown in Ferguson, Missouri and George Floyd in Minneapolis, Minnesota, were examples of collective behavior that resulted in looting and rioting.

The ebola virus scare in the United States was an example of moral panic.

Fads are short-lived and fade rapidly and also represent collective behavior.

Let's consider some theories, beginning with contagion theory. For our purposes, contagion theory is defined as unconventional behaviors resulting from a crowd infected with illogical and irrational beliefs.

Three points to consider with this theory: first, individuals feel invincible and anonymous, second, contagion occurs and third, members of the group enter a stage of suggestibility.

Next, let's consider Convergence Theory. This is where crowds form due to like-minded individuals coming together.

There are five motives for participating in a crowd from a Convergence Theory perspective. They include: ego being involved, people committed or concerned, people being insecure, people acting as spectators or people acting as exploiters.

Figure 15.1.1 highlights theory number three: Emergent Norm Theory.

This is where members of the crowd serve as a reference group as new norms emerge that legitimize the behavior as appropriate.

This includes confusing situations, where people are faced with uncertainty, milling or rumor, where people attempt to determine what is going on and what behavior is appropriate, emergence of new group norms, where crowd members form a group definition of the situation and agree upon appropriate actions, and crowd behavior, where they act.

To recap the theories of crowd behavior, we learned that the Contagion Theory states that individuals are influenced by crowds and engage in behaviors that are uncharacteristic and irrational.

The individual begins to feel invincible and anonymous, and they seemingly lose their mind as contagion sets in. They enter into a stage of heightened suggestibility and then follow the lead of a charismatic leader or the crowd as a whole.

Convergence Theory contends that the people in the crowd already have similar beliefs and values and each individual makes a rational decision.

It is the convergence of like-minded individuals who all move toward the same goal.

The Emergent Norm Theory states that when a crowd forms, new norms are established and the members look around and use the crowd as a reference group.

The situation is defined and members view the new norms as legitimate and choose to follow based on the crowd endorsing and condoning collective behavior.

Module 1 also analyzes the changes in human relationships as a result of urbanization by examining the role versus urban experience, beginning with key terms.

A rule area is a sparsely populated area with less than 1,000 people per square mile.

An urban area is defined as a densely developed residential commercial and other non-residential area. Urbanization is the process and the development of urban areas.

Key terms important to our understanding of rural versus urban life include:

gemeinschaft, which is defined as a close-knit community characterized by personal and mutual bonds

gesellschaft, a large urban area characterized by formal and impersonal relationships

mechanical solidarity, which is social cohesiveness based on similar beliefs values and experiences within simple traditional societies

organic solidarity, which is social cohesiveness based on the division of labor and individualization in complex industrial societies

urbanism, the study of culture and lifestyles of urban dwellers.

Notable figures associated with the key terms we just reviewed include:

Ferdinand Tonnies. He labeled small communities that are socially integrated as gemeinschaft and cities that have more formal and impersonal relationships as gesellschaft.

Emile Durkheim described small towns as having mechanical solidarity and urban areas as organic solidarity. Members of mechanical societies have similar goals, values, occupations and a shared world view.

George Simmel studied urbanism or the way of life within cities. He found that urbanites were alienated and indifferent but they also had an outlet to express their individuality due to the anonymity that cities provide.

Lewis Wirth discussed how primary ties are weak among urban dwellers and that they choose to be indifferent because being open and vulnerable has negative implications in cities.

Claude Fischer had a more positive outlook on individuals living in cities. He argued that subcultures emerge that provide primary ties and that the city does not cause unconventionality and deviance. It is the sheer number of individuals within a city and the subculture variations that result in unconventional behavior.

**Module 2: Social Structures**

This module analyzes population growth, starting with megacities. A megacity is a city with 10 million or more in population.

Carrying capacity is the number of people a geographic location or the earth's ecosystems can support without deterioration.

Demography is the statistical study of births, migration, aging and death in relation to population dynamics.

Mortality is the frequency of death in a population. Infant mortality rate refers to the number of deaths of children less than one year of age per 1,000 births.

Fertility rate is the average number of children born to a woman over her lifetime.

Replacement level fertility refers to the average number of children born per woman to replace themselves and their partner without migration.

Crude birth rate is a formula to determine the number of live resident births for a specific location and time period.

Population growth refers to the increase in the number of people in a population.

Neo-Malthusian Theory is a view proposing population control programs to ensure resources for current and future populations.

Mega-cities are the result of rapid population growth. The earth's carrying capacity is a consideration when developing strategies to limit growth.

Demographers analyze population growth using measurements such as mortality, infant mortality rate, fertility rate, replacement level fertility, crude birth rate, and population growth rate.

Malthus's strategy for population growth was to reduce the number of children as the population grows exponentially and food arithmetically.

Other strategies to reduce population include China's former one-child policy and passive population control mechanisms.

Optimists believe that technology and advancement will solve the problems of overpopulation.

Marxists argue that population is not the issue but rather the uneven distribution of resources to the people who need it the most.

Next, let's consider aging by analyzing the effects of aging on social structures, beginning with life expectancy.

Life expectancy is defined as the statistical average number of years a person is expected to live.

Graying of America refers to the rise in the percentage of elderly in the US that creates structural challenges for families, government and the economy.

Global aging is the rise in the percentage of elderly and developed countries and the accompanying economic and world order effects.

Old age dependency ratio is the number of people 65 and older per 100 working age people 15 to 64.

Figure 15.2.2 looks at the age pyramid using Japan as an example. The changing shape of the age pyramids provides a visual of the significant changes occurring in regard to aging. The foundation of the pyramids is shifting and becoming unbalanced.

The number of retirees to the number of workers is growing and this creates a variety of issues in relation to the labor market.

Figure 15.2.3 looks at the aging world. The Graying of America and global aging will cause serious challenges to the US and other developing countries.

More government funds will be required to support the growing number of elderly.

Markets will shrink and governments will likely increase borrowing to fund health care and pensions. Entitlement programs, such as social security and Medicare will need to be reevaluated and need-based policies considered.

**Module 3: Social Problems**

Module 3 looks at problems associated with populations migrating, beginning with push and pull factors.

Push factors are conditions that encourage people to leave their native land. Pull factors are conditions that encourage people to relocate to a new homeland.

The problems associated with migration can be addressed by looking at the issue of undocumented immigrants. The influx of children and adults from Central America is viewed by many in American society as a social problem.

The various push and pull factors that impact an individual's decision to immigrate from their country of origin include natural disasters, crime, violence, economic opportunity, religious freedom, family reunification and political unrest.

Refugees are defined as individuals who leave their homeland to escape violence and war.

The impact of civil war on populations can be viewed through the immigrant experience in refugee camps.

The issues faced by people in refugee camps include but are not limited to problems of sanitation, education, violence and access to necessities like food and water.

Increasingly, technology is used to reunite families that have been separated into different refugee camps.

**Module 4: The Sociological Imagination**

This module explains the connection between the personal troubles and public issues of homelessness, beginning with point in time (PIT).

Point in time is defined as a summary of the numbers of homeless people across the nation during a set period of time.

Table 15.4.1 offers insights into the characteristics of homeless individuals. Each year the point in time survey provides a tally of the number of homeless people in America.

While the vast majority of homeless are men, the overall homeless population includes

women, veterans and people from varying ages and all races.

Personal troubles such as mental, physical and financial issues affect members of the homeless community.

Public issues that impact the homeless in society include but are not limited to inadequate health care, federal cuts to rental housing assistance programs, low wages

and the criminalization of homelessness across the country.

**Module 5: Social Change**

Module 5 looks at social movements; social movements are a collective effort by segments of society to enact social change in order to attain a particular goal.

The four stages of a social movement include emergence, coalescence, bureaucratization and decline.

Reasons for the decline of a social movement include success, failure, co-optation, repression and establishment.

Social movements are a foundational part of social change and can be either for

or against a goal.

The labor movement of the early 20th century highlights the fact that movements take place in the stages of emergence, coalescence, bureaucratization and decline.

Reasons for a decline in a social movement include success, failure, co-optation, repression and establishment.

Examples of social movements that took place in the 20th century include the counterculture movement, civil rights movement, women's movement, gay rights movement and disability rights movement.

Module 5 considers changing communities by examining how technology can be used to create communities through social media, online religious communities, online dating, online learning communities and even blogs.

Online petitions are another way in which technology is used to rally a community of people around a particular cause.

The ever-expanding world of online video gaming illustrates the growth of online communities in the past 20 years.

What are the prospects for the future? Let's consider some population predictions. The global population is expected to increase to 9.6 billion people by the year 2050, with most growth happening in cities as fewer people choose to live in rural areas.

India is expected to surpass China as the world's most populated nation. People over the age of 65 will dominate the landscape.

Energy sources and water shortages will be growing concerns as larger populations use valuable resources.

Technology will influence the quality of life not only in the areas of social media and entertainment but also in medical breakthroughs, food production, workplace relations and daily living.

This concludes the PowerPoint for **SociologicalYOU** Chapter 15 where we strive to “Connect Sociology and YOU!”

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