Collective Behavior: Study Guide #1

1. Collective Behavior: Introduction

a. Three areas of study: paradigm, subjects of analysis, social context.

b. Classical Theory and the Crowd: definition, psychology, participants, level of suggestibility.

c. Classical Theory and the Public: emergence, description, social psychology, public and democracy

d. McAdams: central tenet of classical theories, and their weaknesses..

2. Riots.

a. Definition and examples

b. Classical theory and riots: assumptions.

c. Contagion and Circular Reaction Theory: assumptions, argument, conclusions.

d. Social order riots: definition and example.

e. Possible essay question: Explain Tulsa as a social order riot and the ways in which it contradicts classical theory and riots.

3. Natural and Man-made disasters

a. Definition, characteristics, and examples (Buffalo Creek).

b. Collective behavior and natural disasters.

c. Disaster Research Center studies on collective behavior during natural disasters.

d. Hurricane Katrina: collective behavior and role of media (“Demonizing the Victims”)

4. Fads and crazes

a. Definition, characteristics, examples.

b. What social processes are at work, and what does it reveal about the mass media and collective behavior?

c. Definition, characteristics, examples.

d. Economic craze” patterns” , . com as an example.

e. Witch craze as an example.

5. Cults.

a. Definition, characteristics.

b. Examples: People’s Temple Christian Church, Heaven’s Gate

6. Mass Hysteria.

a. Definition and characteristics.

b. The Great Fear: fear(s) and threat(s), social psychology, influence direct and indirect, institutionalization.

7. Genocide.

a. Definition, international law, precedents, examples

b. Social preconditions to genocide: “evil other,” propaganda, economy, war, media.

c. Rwanda and genocide.