1. Introduction to Collective Behavior
   1. Collective Behavior

1. Classical Collective Behavior (1890s-1960s)

a. social **psychology** of crowd/public

i. psychopathology of crowd

ii. suggestibility of public

b. analyze: riots, crazes, fads, cults, disasters, mass hysteria

c. social context

i. modernity

ii. “era of the crowd”

2. Contemporary Collective Behavior (1960s-present)

1. social movements and causes
2. analyze: social justice movements, movements of national liberation, anti-globalization movements
3. right wing populism
4. social context

i. legitimation crisis U.S

ii. breakdown of colonialism

3. Propaganda: techniques of mass persuasion

1. social control of mass society
2. social psychology of publics
3. mass media and persuasion
4. social context: threat of “democracy”
   1. Classical Theory (1890s-1960s)

1. Gustave Le Bon The Crowd: A Study of the Popular Mind

2. Robert Park The Crowd and the Public and Other Essays

* 1. Classical Theory: “The Crowd”

1. Modernity

a. industrialization

b. urbanization

c. culture of modernity

d. mass democracy: rule of the crowd

2. Crowd: Definition

a. spatially proximate

b. face to face

c. size

d. reactive

3. Crowd: participants

a. lower classes

1. psychologically vulnerable
2. alienated from society

3. Crowd: psychology

a. collective mind

i. differs from minds of individuals

ii. law of mental unity

iii. herd-like

b. symptoms

i. irritable

ii. impulsive

iii. emotional (‘feminine”)

iv. irrational (“inferior races”)

c. . suggestible

i. charismatic leaders

ii. illusions and dreams

iii. means

affirmation

repetition

contagious

4. Crowd: Goal

a. violence: riots

b. disrupt

II. Classical Theories and the Crowd: Summary

A. DEVIANT: psychology of the mob

lynch mob)

B. CAUSE: social stress, social strain, breakdown

1.. urbanization

2.. industrialization

3. . mass society

C. EFFECT: psychic trauma: anxiety, discontent, and alienation

D. =COLLECTIVE BEHAVIOR. shared psychological state leads to collective action

1. collective action is psychological: “ACTING OUT”

2. interchangeable with riots, cults, crazes

3. psychological not political

E.. Social Strain Theories

(Social strain) –leads to – (normative ambiguity/psychic trauma) – leads to --- (collective behavior)

F.. translation

(Social strain) – leads weak psyches to - misbehave in groups (collective behavior) – disrupt the normal functioning of society- with no real goal (psychopathology of the crowd)

G. assumptions

1. normally functioning society

2. normal people

3 pluralistic concept of power

4. crowds lead violence and “riots”

III. Classical Theory II

A. Classical Theory: “The Public”

1. Public: Emergence

a. crowd: anachronistic

b. mass society=public

2. Public: Definition

a. spatially dispersed: isolated

b. size

c. anonymous

d. interactions mediated

e. “bowling alone”

3. Public: psychology

a. passive

b. alienated

c. anomie

d. irrational

e. suggestible

i. appeals to unconscious and emotions

ii. images and fantasies

iii. mass media

1. Public and mass democracy
   1. self-governance

b. power elite

c. “manufacturing consent”

IV. Contemporary Collective Behavior

A. Critique of classical theory

1. theory of power

2. social strain

3. social context

1. New area of study: social movements

C. Social Context and Contemporary Social Theory

* 1. Social movements U.S. 1960s

2. Post WWII movements of national liberation

D. Doug McAdams Political Process Theory

* 1. social factors and emergence of social movements
  2. make up of the social movement
  3. factors for the sustaining movement.
  4. threats to movement

V. The Crowd, the Public and Propaganda

A. Goal: Democracy for the Few

1. Walter Lippman: Public Opinion,

2. Edwared Bernays: Propaganda

B. classical collective behavior theory and social control

1. public

2. passive and atomized

3. susceptibility

a. images

b. emotions

4. mass media

C. propaganda

1. techniques/means

2. “experiments”

a. WWI Committee on Public Information

b. advertising

c. fascism