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

“The study of society (social theory) could be a tool by which a technocratic elite could establish social control and serve the interests of vested power.”

3. Knowledge and Unfreedom