

However, eating food at a sleepover pizza party provides you with an entirely different behaviour template. What, then, distinguishes the present

global era from those past? These developments are viewed through the lens of scale shift and political process models of social movement theory.

## **NEW SOCIAL MOVEMENTS AND THE STRUGGLE FOR WORKERS' RIGHTS IN THE MAQUILA INDUSTRY**

In the institutionalization stage, the movement no longer requires grassroots volunteerism: it is an established organization, typically peopled with a paid staff. But although they may be left-wing or right-wing, radical or conservative, highly organized or very diffused, they are all examples of social movements. For both Mercosur and Nafta, the social institutions are disconnected from the main commercial bodies and focus on consultation and nonbinding principles.

### **Review: Transnational Activism at a Crossroads: Pushing the Envelope from Below, from Within, and from Abroad on JSTOR**

Central actors will obviously be in a better position than peripheral ones to act as coordinators between different segments of the network. Not only are people willing to avoid retailers that sell merchandise made under questionable conditions, they are also willing to pay more for garments if they can be guaranteed they were produced under fair conditions. While potentially significant, implementation of this body has been slow, owing in part to an overall lag in the integration process in recent years Bülow 2003; Grugel 2005.

### **A New Scale of Activism: Canadian Unions and the North American Free Trade Agreement, 1992**

Even more important are the high measures of interpersonal and public trust between practitioners.

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