Purpose of the Course
This course examines the field of social movements through major theoretical positions and illustrative studies. Questions concerning the origins, dynamics, and impacts of social movements will be addressed. Early weeks of the semester will focus on major theoretical approaches, debates among them, and research that applies and tests major theories. Particular attention will be devoted to collective behavior, rational actor, resource mobilization, political process, social cultural and relational/network theories. We will also examine major analytic questions concerning social movements including recruitment and participation, strategy, leadership, organization, the state and repression, diffusion, mass media, and outcomes/success.

Along the way, we will learn about a broad array of social movements. In addition, we will consider various strategies available for studying social movements – including historical and comparative methods, surveys of organizations and individuals, experiments, analyses of events, ethnographic fieldwork, and qualitative interviews.

Course Format and Requirements
Class meetings will be organized as seminar discussions. I will circulate reading questions for each class session, and you will submit brief notes each Monday on sakai (described below). Typically, I will take a few minutes at the beginning of class to review the week’s themes and topics with an eye toward locating our reading in the broader field. Two students will be responsible for offering comments on major themes in the week’s readings to get discussion started. Each student will comment on readings for two class sessions during the semester.

Your weekly reading notes should comment on the readings including critical observations about the reading, identification of further questions to pursue, reflections on the applicability of concepts and theories in the reading to other cases, and so forth. I anticipate that your notes will be less than one page and can be informal.

In addition to the weekly reading notes and sharing comments at two meetings, the other major requirement is a research paper. Your paper can take several distinct forms included: (1) research proposal, (2) literature review, or (3) case study analysis. Your paper will be developed through
an initial plan (due Friday, September 18th), a rough draft on October 23rd, and a final version due at the end of the semester (December 8th). I will provide a separate handout describing the assignment in greater detail. We will reserve the last two class meetings for everyone to discuss and get feedback on their research paper.

Course grades will be based on class participation throughout the semester (20%), reading response (30%), and the research paper/proposal (50%).

**Reading**
I recommend purchasing the following books (or getting a copy from the library):


All other readings will be available through sakai. There are several general overviews of the field that you may find helpful. I would recommend: Suzanne Staggenborg’s *Social Movements* (Oxford, 2010), David Snow and Sarah Soule’s *A Primer on Social Movements* (Norton, 2009), or Mario Diani and Donatella Della Porta’s *Social Movements: An Introduction* (Wiley-Blackwell, 2006). In addition, *The Blackwell Companion to Social Movements* (edited by David Snow, Sarah Soule and Hanspeter Kriesi) is a collection of essays reviewing many areas of scholarship that would help you identify further scholarship on a topic.

**Academic Integrity**
Your participation in this course is covered by the UNC Honor Code: ([http://honor.unc.edu/honor/code.html](http://honor.unc.edu/honor/code.html)). If you have questions about any forms of academic dishonesty please see me, and I will be happy to clarify. In this course, you should be especially attentive to plagiarism. The UNC Writing Center has a handout that describes what plagiarism is, why it should be avoided, and how to avoid it. Here’s the link: [http://www.unc.edu/depts/wcweb/handouts/plagiarism.html](http://www.unc.edu/depts/wcweb/handouts/plagiarism.html)

I recommend using the American Sociological Association’s guide for citations in your written work: [http://www.asanet.org/students/Quick%20Style%20guide.pdf](http://www.asanet.org/students/Quick%20Style%20guide.pdf)

**Meetings and Contacting Me**
I am available to meet by appointment, and you may also drop by my office. Email is generally the best method to reach me with smaller questions – kta@unc.edu. Immediately after class is another good time to have short discussions or set up meetings.
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**Detailed Course Schedule** (*we may make revisions along the way based on student interest, etc)*

Aug 18 Theoretical Puzzles, Concepts and Debates
What is a social movement? When did the social movement emerge? How is it similar and different from related phenomena such as resistance, riots, interest groups, and so forth? What are the central questions in the field?


Aug 25 Social Origins of Protest

Collective behavior approaches dominated the field from the early 20\textsuperscript{th} century through the 1960s. What are the core claims of this approach concerning the origins of movements, the characteristics of movement participants, and the defining features of movements? Why was this approach abandoned? Does the theory have continuing relevance for understanding movements? Beginning in the 1960s, many scholars began to see movement participation (and non-participation) as rational, calculated, and self-interested. What are the core claims of this perspective? How does it differ from collective behavior theory? Can selective incentives overcome free-riding?


Further Reading:


Sept 1  Political Process and the Civil Rights Movement

How do broad social, economic and political changes shape the rise, development and decline of movements? To what degree are challengers capable of generating their own leverage and to what degree are they dependent on electoral realignments, support from allies, political crises, elite support, and so forth?


Further Reading:

Sept 8  Power, Resistance and Protest in the Middle East

Building on many of the debates and in the initial weeks of the course, we will discuss recent protest in the Middle East including the Arab Spring.


Sept 15  Protest Cycles, Repression and Diffusion

How can we explain the dynamic aspects of movements including the ways that ideas, tactics, and information spread rapidly in the midst of popular struggles? What factors shape the rise and decline of movements? What are the main forms of social control and repression that movements encounter and have those changed? When does repression “work” to undermine movements and when does it “backfire” escalating movements? Why do some social movements become involved protracted struggles with countermovements?

Sept 22

Participation in Movements: Frames, Identities, and Repertoires
How are movements shaped by popular beliefs, understandings, and practices?
What are the cultural obstacles to mobilization? To what degree does movement
emergence and recruitment depend on pre-existing identities, the transformation
of existing ones, and the creation of new ones?

Cambridge: Cambridge University Press.

McAdam, Doug and Ronnelle Paulsen. 1993. "Specifying the Relationship
between Social Ties and Activism." American Journal of Sociology

“Culture and Mobilization: Tactical Repertoires, Same-Sex Weddings, and
the Impact on Gay Activism.” American Sociological Review 74 (6): 865-
890.


Further Reading:
Snow, David, Robert Benford, Holly McCammon, Lyndi Hewitt and Scott
Fitzgerald. 2014. "The Emergence, Development, and Future of the

Sept 29 Participation in Movements: Case Study
How do an individual’s relationships shape the likelihood of participating in movements? How do movement organizers mobilize through networks? How do the relationships people bring to movements matter, how do they shape emergence and ongoing development of movements, and how do movements transform relationships?


Further reading:

Oct 6 Organizations, Leadership and Strategy
What kinds of organizations facilitate movement emergence? What drives growth and change in populations of movement organizations? Does the increasing professionalization of movements advance or undermine a movement’s collective power? What is strategy and how can we study it? Are some leaders, organizations, and movements able to develop better strategy, and, if so, what determines this?

Further Reading:


Oct 13

Coalitions and Transnational Politics

From abolitionism to the contemporary global justice movement, many movements span national boundaries and seek changes at a global scale. What are the challenges to building global movements? How do the alliances that comprise far-flung movements work?


Further reading:


Oct 20

Mass Media, Communication, and Movements

Media have been central to protest and social movements since the formation of the printing press. The development of newspapers, television, and newer forms
of digital communication have had important consequences for social movements. How do media facilitate and constrain the spread of movement activity and ideas? How have new media technologies been embraced by and transformed the dynamics of movements?


Tufekci, Zeynep. 2013. “‘Not This One’: Social Movements, the Attention Economy, and Microcelebrity Networked Activism." American Behavioral Scientist 57(7):848-70.

Further reading:

Seguin, Charles. 2015. “Cascades of Coverage: Dynamics of Media Attention to Social Movement Organizations,” Social Forces

Gaby, Sarah and Neal Caren. 2012. “Occupy Online: How Cute Old Men and Malcolm X Recruited 400,000 US Users to OWS on Facebook” Social Movement Studies

Oct 27 Protest, Elections, and Political Parties

We will consider two related themes. First, we will reflect on movements of elites. After all, why should the wealthy ever resort to protest as a way to achieve their goals and why do the non-wealthy ever support their movements? Second, we will look closely at the linkages between movements, elections, and political parties building on earlier themes of the class.


Nov 3 Organizations, Markets and Social Movements

A new strand of research has begun to pursue the relationship between movements and markets, workplaces and consumption drawing on organizational
and social movement theory. How well do existing theoretical approaches explain the formation and success of these movements?


Further reading:

Nov 10  McAdam Colloquium and Workshop

Nov 17  Social and Political Consequences of Movements
Can movements succeed? How can we tell whether they have or not? Beyond obtaining success, what enduring consequences do movements have? How do movements matter?


Nov 24  Student projects

Dec 2  Student projects