

Social Movements and Collective Behavior

Collective Behavior: Spontaneous Behavior of people who are responding to similar stimuli.

Social Movement: The most highly structured, rational, and enduring form of collective behavior

Types of Collective Behavior		
Behavior	Distribution	Example
Rumor	Widely circulating piece of information that is not verified as true or false	The world will end in 2012.
Urban Legend	Moralist tale that focuses on current concerns or fears	Bigfoot
Fad	Unusual behavior pattern that spreads rapidly and disappears quickly	break dancing
Fashion	Widely accepted behavior pattern that changes periodically	Yoga Pants
Crowd	Temporary collection of people who share an immediate interest	New Year's celebration in Time's Square
Mob	Emotional crowd ready to use violence for a specific purpose	lynch mob
Riot	Episode of largely rand destruction carried out by a crowd	Montreal fans in 2008 following the victory of the Bruins
Social Movement	Have a goal and prevent or promote social change	Civil Rights movement