

## Chapter 15:

### Social Change:

Technology,  
Social Movements,  
and the Environment

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### What is Social Change? Example?

A shift in the  
characteristics of  
culture and society.

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### What causes Social Change?

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### How Does Social Change Take Place? 5 Explanations

1. Cultural Evolution —each society **evolves** from simpler to more complex forms. As they evolve, they reach a higher state.

This is the most positive view of  
social change

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### How Does Social Change Take Place?

2. Natural Cycles — assumes that civilizations are **like organisms**.

Born → Mature → Decline

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### How Does Social Change Take Place?

3. Struggle for Power —Marx proposed a recurring **power struggle** causing continual social change.

Thesis → Antithesis → Synthesis → Thesis →

(eventually change would reach a state of **classless society** where there is no longer a power struggle & change is no longer needed)

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## How Does Social Change Take Place?

4. Max Weber -proposed religion as a cause of social change

Weber and the Protestant Ethic --Desire to save and invest in order to create conspicuous consumption and a sign of heaven to come.

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In some cases Religion has been viewed as preventing social change:

Religion as opium of the people (Marx)

Hinduism supports the caste system in Indian culture (supports social inequalities)

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## How Does Social Change Take Place?

5. Ogburn's Theory — social change is the result of technological changes.

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## Examples:

Plow allowed for agricultural society

Steam engine allowed for Industrial revolution

Microchip has allowed for information revolution

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## Computers in:

- Medicine
- The Workplace
- Business and Finance
- War and Terrorism

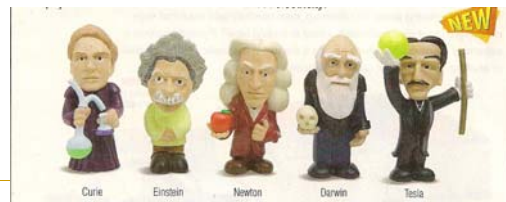
The Internet --communication and information gathering.

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## New technologies are created by:

**Invention**  
—combining elements and materials to form new ones

**Discovery**  
—new way of seeing reality



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## The spreading of new technologies:

### Diffusion

—spread of a discovery or invention

### Cultural Lag

--cultural elements lagging behind technological change

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## What is a social movement and how is it related to social change?

A large number of people who organize to promote or resist social change.

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At the heart of social movements lies a sense of **injustice**.

There are **proactive** and **reactive** social movements.

A **proactive** social movement promotes social change.

What would be an example?

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A **reactive** social movement **resists** social change.

What would be an example?

Ku Klux Klan

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## How might the mass media affect social movements?

The leaders of social movements try to **manipulate** the mass media in order to influence **public opinion**.

Use of **propaganda** (cont.)

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**Propaganda**  
—the presentation of **information** in an attempt to **influence** people

(includes: name calling, glittering generalities, transfer, testimonials, plain folk, card stacking, band wagon).

Can you think of an example?

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## Five Stages in the development of Social Movements

1. **Initial unrest and agitation**  
—many social movements die at this point
2. **Resource mobilization**  
—money raised to inform public of situation

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## 3. Formal organization

4. **Institutionalization**  
—may establish offices in Washington D.C.
5. **Organizational decline and possible resurgence**  
--example: March of Dimes

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## Example of a Social Movement: Protect the Environment

### Step 1. Unrest and agitation:

Damage to the environment has created concern and caused people to mobilize.

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### 1. Unrest and agitation:

- **Acid rain** (industries pollute air)
- **Greenhouse effects** (pollution prevents cooling of earth)
- **Global warming** (movement of 400 miles)
- **Demographic effects:** environmental problems experienced by the poor more than others (hazardous waste sites)

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### ► Where Are the Worst Hazardous Waste Sites?



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## Example of a Social Movement: Protect the Environment

### 2. Resource mobilization

- money raised to inform public of situation
- Propaganda

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Example of a Social Movement:  
Protect the Environment

3. Organization

A variety of organizations  
have emerged each with its  
own strategy:

Green Peace  
Sierra Club

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Example of a Social Movement:  
Protect the Environment

Ecosabotage

—actions taken to sabotage the  
efforts of people thought to  
be legally harming the  
environment.

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Example of a Social Movement:  
Protect the Environment

4. Institutionalization

--offices in Washington D.C.

5. Organizational decline has  
not yet occurred.

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## Environmental Sociology

- Environmental sociology —its  
focus is the relationship between  
human societies and the  
environment.
- The goal is to study how humans  
affect the physical environment,  
and how the environment affects  
humans.

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The End

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