

Class 5: Aspects of Social Movement Activity

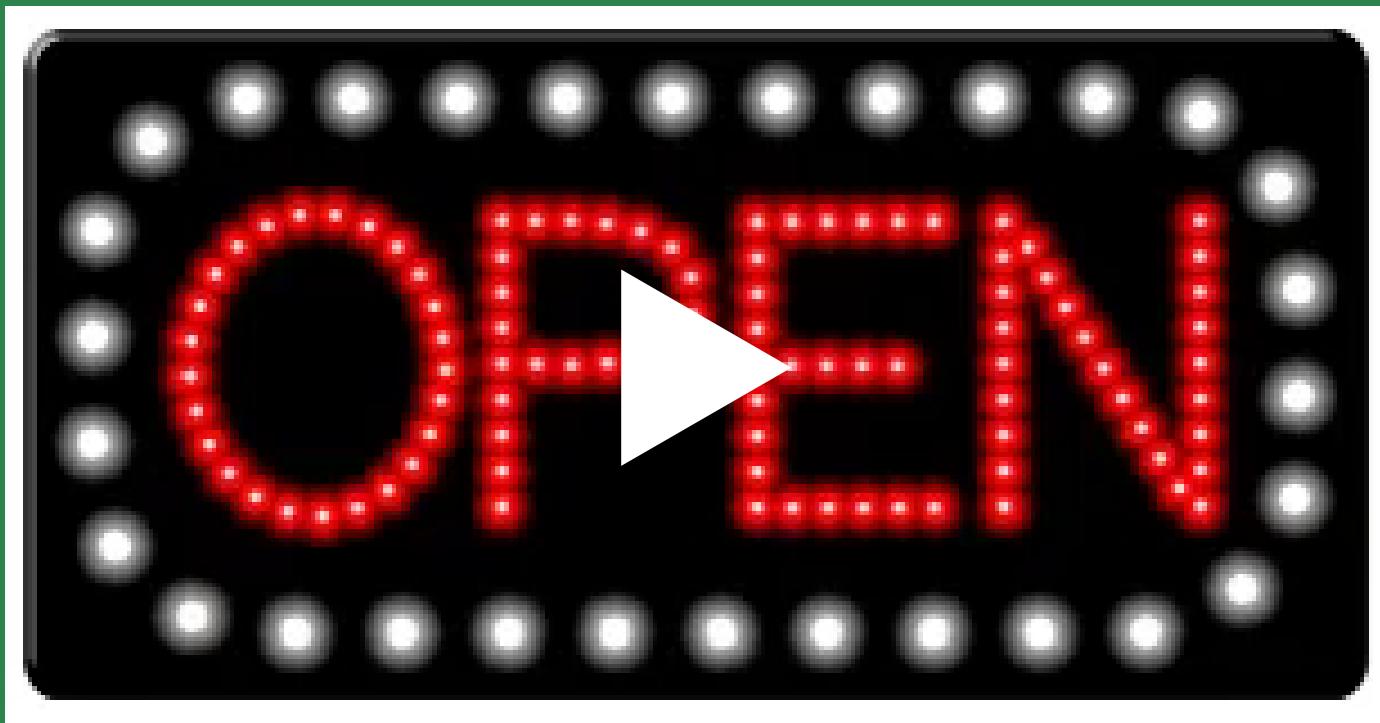
Collective identity and emotions

Dr. Michael C. Zeller

Agenda for the day

- Opening notes
- Klausur preview follow-up
- Reviewing Week 4: Mobilisation, recruitment, participation
- Collective identity
- Cleavages - one grand theory to explain it all...
- Collective identity in action
- Any questions, concerns, feedback for this class?

Opening notes



Presentation groups

Presentations line-up

Date	Presenters	Method
4 Dec:	Daichi, Seongyeon, Jehyun	TBD
18 Dec:	Ayla, Tara, Theresa, Annabelle	TBD
15 Jan:	Luna, Emilene, Raffa	TBD

Klausur preview follow-up

- structure of an essay
 1. Broad introductory response
 2. Elaborate in (sufficient) detail to answer the questions
 3. Describe examples
 4. Concluding summary

**any follow-up questions on this?
(full review in late January)**



Reviewing Week 4: Mobilisation, recruitment, participation

- Individuals in networks,
summing up
- Organisations



Individuals in networks, summing up

- networks perform many (movement-related) functions
 - socialisation
 - influencing individuals' decisions/sympathies
 - should I stay involved? should I advocate for more radical actions? should I support different leadership?
- *weak ties* can serve as better source for **mobilisation** than *strong ties* because *weak ties* are more likely to be inclusive and link to organisations/opportunities to engage (Granovetter 1973)
 - e.g., U.S. Civil Rights Movement relied on 'weak-tie networks'; Italian *Brigate Rosse* relied on 'strong-tie networks' (i.e., family and close friends)
- networks are important, but *not necessary and not solely sufficient* for mobilisation of an individual
 - powerful combination of **strong commitment** and **strong ties to other participants** = *continued participation*
 - amenable networks and frame resonance are sufficient to mobilise individuals (without need of prior connection to an org.) (cf. *della Porta and Diani 2009, 125*)

any follow-up questions on this?

1. orgs emerge out of episodes of contention
2. orgs begin locally and scale up/spread through contention
3. key to org survival is **interpersonal networks** within them (cf. Ganz 2010 on organisational structure enhancing strategic capacity)

- difference between **bureaucratic organisations** and **grassroots radical organisations** – one common org. type distinction
- **Exclusive affiliations:**
 - demand long membership accession, rigid discipline, high level of commitment
 - closed off to outside
 - *examples?*
- **Multiple affiliations:**
 - not monopolising members' commitment
 - multiple commitments is a source of strength
 - facilitates circulation of information, especially through informal/interpersonal networks

any follow-up questions on this?

Collective identity

- defining collective identity
- visible collective identity
example 1
- discussion question
- visible collective identity
example 2
- collective identity and
participation
- intersectionality



Defining collective identity

Visible collective identity, example



Visible collective identity, example



Is collective identity a 'process' or a 'product'? (What about in cases you know of?)

Visible collective identity, example

anyone know what's going on here?



- pro-abortion rights movement in Argentina – an item that helps identification in the public space
 - tactic: get celebrities to hold a green scarf

Collective identity and participation

- **group identification** bridges *social identity* (i.e., membership in social category) with *collective identity* (i.e., membership in a conscious collective)
 - the social psychological answer to why people participate in protest
 - *the more people identify with a group, the more inclined they are to protest on behalf of that group*

Collective identity and participation

- **group identification** bridges *social identity* (i.e., membership in social category) with *collective identity* (i.e., membership in a conscious collective)
 - the social psychological answer to why people join in protest
 - *the more people identify with a group, the more inclined they are to protest on behalf of that group*
- Key distinction:
 - *ascribed* group membership - difficult to change
 - *acquired* group membership - adopted by choice
 - examples?

Collective identity and participation

- people typically hold many different identities, simultaneously
 - i.e., many different identities overlap, interweave, ... *intersect*
- **dual identity** - one can feel impelled to protest due to some **group identification**, but also loyal to an overarching system of which they are a part
 - *healthy for protest participation in a democracy*

Activists may define their identities in different ways **depending on the strategic situation**. If they are representing their group to a public audience, they may cast themselves as more unified and more homogeneous than they would in a setting of fellow activists.

Cleavages - one grand theory to explain it all...

- turning identity into action
- values and attitudes
- materialist and post-materialist values
- silent (counter-)revolution
- cleavages and collective identity



What turns identity into action?

- group-based conflict within society can stimulate group identification

What turns identity into action?

- group-based conflict within society can stimulate group identification



It's all about...

Values

Attitudes

Values

- broad, deep-seated beliefs about what is important in life
- stable over time, typically long-term and more abstract
- influenced by socialisation (e.g., family, culture, education)
- e.g., societies of survival vs. self-expression

It's all about...

Values

Attitudes

Attitudes

- specific and short-term predispositions or opinions that individuals hold toward specific objects, issues, or policies
- situational, influenced by context (e.g., economic conditions, political events) and personal experiences

It's all about...

Values

Attitudes



values shape attitudes

- Inglehart magnifies Maslow's **hierarchy of needs** to societal (macro-) level of analysis → aligns with groups and their socio-political values and attitudes



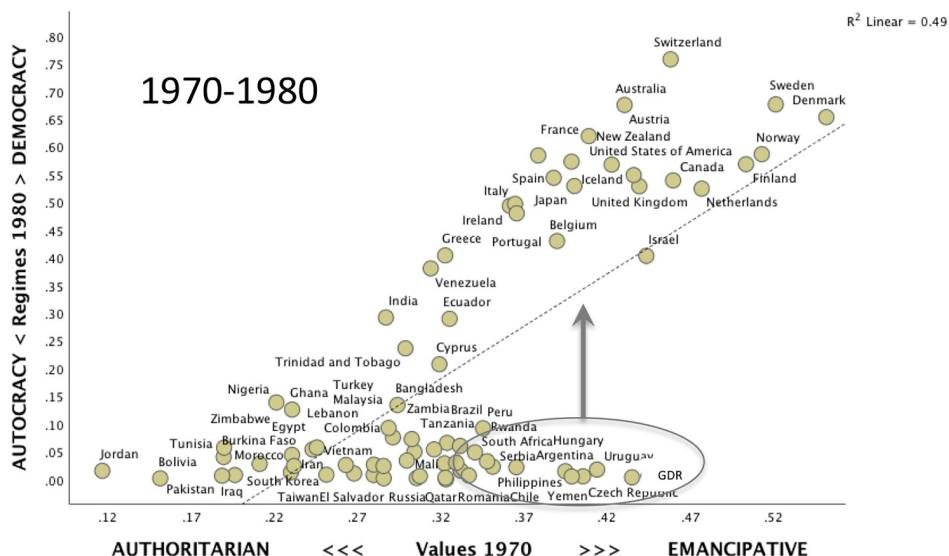
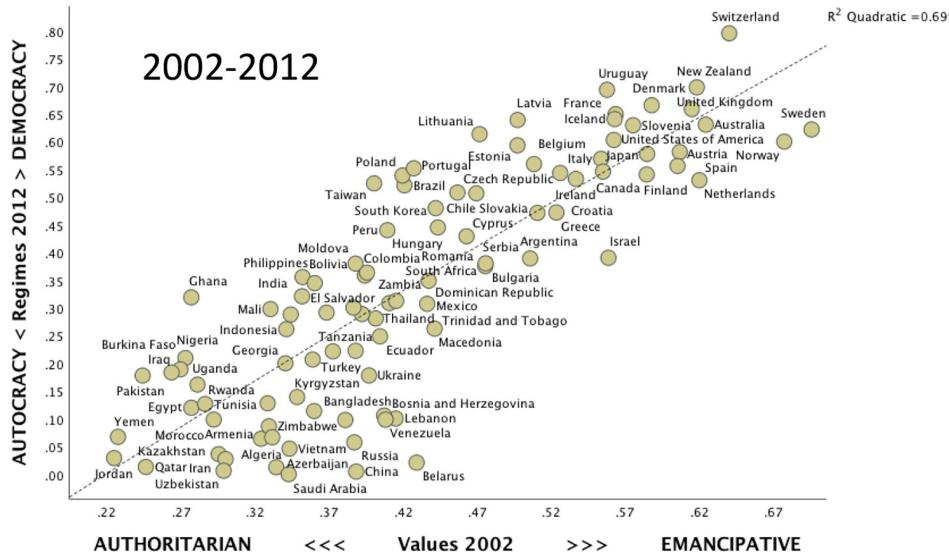
- basic material needs satisfied enables seeking non-material needs

- materialist values
 - economic growth (maintaining stability and order)
 - security and material needs safeguarded
 - traditional morality
- post-materialist values (evidence: decline in religious values; effect: rise of green parties and new social movements)
 - freedoms, liberties, rights – autonomy and expression
 - gender and racial equality
 - environmental protection
- societal groups (existing cleavages) show tendencies for these values groups: generationally, regionally, class-based, religiously

values & attitudes in brief (Inglehart, Norris, Welzel)



Welzel 2021 - transformative power of values



Cleavages and collective identity

- This matters...
 - because **cleavages** (macro-level) form common basis for **social identity** and **group identification** (micro-level), which in turn fuels **collective identity**
- Materialist - Post-materialist **cleavage**, for example, may be the root of
 - movements of ethno-nationalists opposing migration rights movements
 - climate preservation movements opposing economic development movements

Collective identity in action

- humour in social movements
- summarising collective identity



Humour in 'new atheist movement' (Guenther et al.)

- 3 years of fieldwork in southern California on movement activities
- humour used to...
 - form/maintain **collective identity**, including establish **boundaries** ('we're funny; the religious are dull and dour')
 - manage stigma of being 'unbeliever'
 - **mobilise** ('come join our fun, jokey group')
 - perform actions (cf. Bogad 2016 on 'tactical frivolity')



Humour in 'new atheist movement' (Guenther et al.)

- 3 years of fieldwork in southern California on movement activities
- humour as **collective identity**
 - reflected in framing: e.g., opponents represented as ridiculous
 - tactics: humour as less confrontational mode of opposition (cf. Bogad 2016)



Collective identity, summary notes

macro level

cleavages and other divisions in society
political/discursive opportunity
structures for collective action

contextual impact
on identity

action mobilisation

meso level

collective identity
(boundaries, consciousness, negotiation)

consensus
mobilisation

group identification
and participation

micro level

personal and social identities,
bases of group identification

Collective identity, summary notes

collective identity is...

- both an individual-level and group-level phenomenon
- composed of **boundaries**, **consciousness**, and **negotiation**
- *fluid, adaptable, and relational* – not fixed
- a result and part of continually developing **intersecting identities**
- not same as ‘ideological commitment’
 - one can join a movement for ideological reasons without identifying with members, and vice versa

Any questions, concerns, feedback for this class?

Anonymous feedback here: <https://forms.gle/AjHt6fcnwZxkSg4X8>

Alternatively, please send me an email: m.zeller@lmu.de

References

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