



Chapter 21 Exercises

Multiple Choice

- Tarah is attending a sold-out concert at Madison Square Garden with thousands of other fans. Tarah is part of a:
 - Public
 - Mass
 - Norm
 - Casual crowd
- The anti-drug campaign in the 1980s encouraged students to “just say no” to end drug use and drug violence. Which type of framing did this campaign use?
 - Diagnostic
 - Motivational
 - Referential
 - Prognostic
- PETA (People for the Ethical Treatment of Animals) is an animal rights group that has over 2 million members across the country and spends millions of dollars on advertising (print, broadcast and social media) in order to spread social awareness about their cause each year. Which theory attempts to explain PETA’s success?
 - Collective behavior theory
 - Resource mobilization theory
 - New social movement theory
 - Frame alignment process
- An airplane has crashed on a deserted island. The survivors are forced to learn new behaviors in order to adapt to the situation and each other. This is an example of which theory?
 - Immersed socialization
 - Assembling
 - Emergent norm
 - Abrams
- The National Organization for Marriage works against legal same-sex marriage in the United States. What type of movement is the group participating in?
 - Revolutionary
 - Alternative
 - Resistance
 - Reform
- When social movements link their goals to the goals of other social movements and merge into a single group, this is referred to as:
 - Ecofeminism
 - Frame diagnostics
 - Motivational framing
 - Frame alignment process
- A conventional crowd is defined as:
 - People who share close proximity without really interacting
 - Crowds of people who are focused on a specific action or goal
 - People who gather for a scheduled event that occurs regularly
 - Crowds who share opportunities to express emotions
- An acting crowd is defined as:
 - People who share close proximity without really interacting
 - People who gather to focus on a specific goal or action
 - People who come together for a regularly scheduled event
 - Crowds who share opportunities to express emotions

9. A casual crowd is defined as:
 - a. People who are in the same place at the same time but who aren't really interacting
 - b. Crowds of people who are focused on a specific action or goal
 - c. People who come together for a regularly scheduled event
 - d. Crowds who share opportunities to express emotions
10. An expressive crowd is defined as:
 - a. People who share close proximity without really interacting
 - b. Crowds of people who are focused on a specific action or goal
 - c. People who come together for a regularly scheduled event
 - d. People who gather to express emotion
11. Which of the following is an example of a convergence cluster?
 - a. A crowd watching a performance of a Broadway musical
 - b. A group of friends traveling to New York City for the weekend
 - c. A crowd singing the national anthem before a baseball game
 - d. A group of people screaming after a shark is spotted beside their boat
12. According to Neil Smelser, several conditions must be in place for _____ to occur.
 - a. collective behavior
 - b. effective interpretation
 - c. social revolt
 - d. singular protest
13. Neil Smelser's theory of crowd behavior is referred to as _____ theory:
 - a. crowd intonation
 - b. immersed socialization
 - c. assembling
 - d. value-added
14. Which of the following is the best definition of social change?
 - a. A group of people gathered to protest or rally in favor of a bill or law
 - b. A bill passing in the House and the Senate
 - c. An act of military rebellion
 - d. The change in society created through social movements as well as through external factors like environmental shifts or technological innovations
15. Assembling perspective falls under which sociological perspective?
 - a. Feminist
 - b. Symbolic interactionist
 - c. Conflict theorist
 - d. Functionalist
16. The Human Rights Campaign (HRC) is a non profit organization located in Washington, DC, that advocates for the rights of LGBTQ+ citizens. The HRC is a _____ group:
 - a. revolutionary
 - b. reform
 - c. religious/redemptive
 - d. alternative
17. When Texas passed a controversial abortion law in 2021, hundreds of thousands of people used social media to protest. Which stage of Blumer and Tilly's social movement outline was this?
 - a. Technological response stage
 - b. Coalescence stage
 - c. Social media stage
 - d. Institutionalization stage

18. Which of the following is not a widely contributing factor in social change?
- Disease
 - Social institutions
 - The environment
 - Technology
19. Chip believes that individuals in crowds behave rationally, and he thinks crowds are engaging in purposeful behavior and collective action. What sociological perspective is Chip using?
- Emergent norm
 - Immersed socialization
 - Assembling
 - Value-added
20. Which of the following best defines a social movement?
- All politicians and elected officials
 - A collection of rights and laws aimed at the silent majority
 - A purposeful, organized group working toward a common social goal
 - A group of people organized at a meeting, such as a town hall or a courtroom

Free Response

21. Discuss the differences between a mass and a crowd. What is an example of each? What sets them apart? What aspects do they share?
22. Can you think of a time when your behavior in a crowd was dictated by the circumstances? Give an example of emergent-norm perspective, using your own experience.
23. Discuss the differences between an acting crowd and a collective crowd. Give examples of each.
24. Imagine you are at a rally, protesting a social issue. Walk through the hypothetical rally using the value-added theory, imagining it meets all the stages.
25. Think about a social movement industry dealing with a cause that is important to you. How do the different social movement organizations of this industry seek to engage you? Which techniques do you respond to? Why?
26. Do you think social media is an important tool in creating social change? Why or why not? Defend your opinion.
27. Describe a social movement in the decline stage. What is its issue? Why has it reached this stage?
28. Consider one of the major social movements of the twentieth century, such as civil rights in the United States or Gandhi's nonviolent protests in India. How would technology have changed it? Would change have come more quickly or more slowly? Defend your opinion.
29. Discuss the digital divide in the context of modernization. Is there a real concern that poorer communities are lacking in technology? Why or why not?
30. Which theory do you think better explains the global economy: dependency theory (global inequity is due to the exploitation of peripheral and semi-peripheral nations by core nations) or modernization theory? Remember to justify your answer and provide specific examples.
31. Do you think that modernization is positive or negative? Explain, using examples.