Unit 5 Key Concepts
The following terms and definitions relate specifically to your reading this week:

SOCIAL MOVEMENT THEORY

Mass Society Theory – an explanation for why people participate in a social movement based on the assumption that the movement offers them a sense of belonging
Relative Deprivation Theory – in this context, the belief that people join social movements based on their evaluations of what they think they should have compared with what others have
Resource Mobilization – a theory that social movements succeed or fail based on their ability to mobilize resources such as time, money, people’s skills

TYPES OF SOCIAL MOVEMENTS

Alternative social movements – a social movement that seeks to alter on some specific aspects of people
Metaformative social movements – a social movement that has the goal to change the social order not just of a country or two, but of civilization, or even of the entire world.
Millenarian social movements – a social movement based on the prophecy of coming social upheaval
Redemptive social movements – a social movement that seeks to change people totally, to redeem them
Reformative social movements - a social movement that seeks to reform some specific aspects of society
Transformative social movements – a social movement that seeks to change society totally, to transform it
Transnational social movements – a social movement whose emphasis is on some condition around the world, instead of a condition in a specific country; also known as new social movements

THEORIES OF DEVIANCE

Control Theory – the idea that two control systems – inner controls and outer controls – work against our tendencies to deviate
Differential Association Theory – Edwin Sutherland’s term to indicate that associating with some groups results in learning an “excess of definitions” of deviance, and, by extension, in a greater likelihood that one will become deviant
Labeling Theory – the view that the labels people are given affect their own and others’ perceptions of them, thus channeling their behavior either into deviance or into conformity
Personality disorders – the view that a personality disturbance of some sort causes an individual to violate social norms.

Strain Theory - Robert Merton’s term for the strain engendered when a society socializes large numbers of people to desire a cultural goal (such as success or the “American Dream”), but withholds from many the approved means of reaching that goal
Techniques of neutralization – ways of thinking or rationalizing that help people deflect (or neutralize) society’s norms