

## TOPIC: COLLECTIVE BEHAVIOR

### Collective Behavior and Crowds

- ◆ **Collective Behavior:** The activity of a large number of people.
  - Exists \_\_\_\_\_ of social institutions → transitory.
  - \_\_\_\_\_ types of behavior.
- ◆ **Crowd:** Large number of people in a shared location.



### GUIDING QUESTIONS

- How do people act in crowds?
- How does collective behavior bring about social change?

**Casual Crowd:** \_\_\_\_\_ place, same time.

- Little/no social interaction.
- Ex: Sitting in a park



**Conventional Crowd:** \_\_\_\_\_ event.

- Required planning, but may not interact.
- Ex: Sociology lecture



**Expressive Crowd:** Emotional event.

- Often \_\_\_\_\_ events, but could be somber.
- Ex: Sporting event, wedding



**Acting Crowd:** Acting on a \_\_\_\_\_.

- Often intense.
- Can lead to mobs or riots.
- Ex: Protest



## EXAMPLE

Match each description below with the type of crowd it describes.

1	Students protesting the university's investments in fossil fuels.	
2	Eight individuals who have never met sitting at a coffee shop.	
3	Memorial service for a veteran killed in action.	
4	People at a film screening.	

- a) Casual Crowd
- b) Conventional Crowd
- c) Expressive Crowd
- d) Acting Crowd

## PRACTICE

Which of the following statements about crowds are true?

- I. Crowds form for many different reasons.
- II. Individuals in a crowd may lack an identity as part of that crowd.
- III. Crowds typically exist outside of social institutions.

- a) I & II.
- b) I & III.
- c) II & III.
- d) I, II, & III.

## TOPIC: COLLECTIVE BEHAVIOR

### Mobs & Riots

- ◆ *Recall:* An **acting crowd** is focused on a goal – often intense and highly emotive.
- ◆ When **acting crowds** turn \_\_\_\_\_ or destructive, they can transform into mobs or riots.
  - \_\_\_\_\_ social norms may temporarily emerge during mobs or riots.

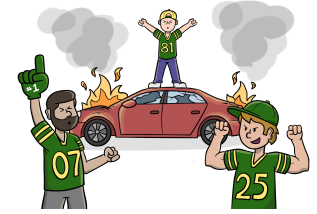
#### Mob

- Highly emotional crowd that has a clear \_\_\_\_\_.
- Characterized by who or what it is targeting.
- Ex: Killing someone, forcing entry into a building.



#### Riot

- Highly emotional crowd that does \_\_\_\_\_ have a clear goal.
- Characterized by disorganized and destructive behavior.
- Ex: Long-standing injustice, winning a sporting event.



### EXAMPLE

Both mobs and riots are highly energized forms of acting crowds. In two sentences or fewer, explain the difference between a mob and a riot.

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### PRACTICE

Which of the following situations is most characteristic of a riot?

- a) Twelve people who have never met before are all in the grocery store at the same time.
- b) A group organizes a march to advocate for changes to environmental policy.
- c) After a controversial call is made, a group of angry fans runs across the field of a soccer game, screaming and attacking the players and referees.
- d) A large, angry crowd gathers outside an insurance company to protest high medical costs.