

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.

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	Riot
<ul style="list-style-type: none">▪ Highly emotional crowd that has a clear _____.▪ Characterized by who or what it is targeting.▪ Ex: Killing someone, forcing entry into a building. 	<ul style="list-style-type: none">▪ 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.

PRACTICE

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

- Twelve people who have never met before are all in the grocery store at the same time.
- A group organizes a march to advocate for changes to environmental policy.
- 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.
- A large, angry crowd gathers outside an insurance company to protest high medical costs.