

# Affecting Social Change

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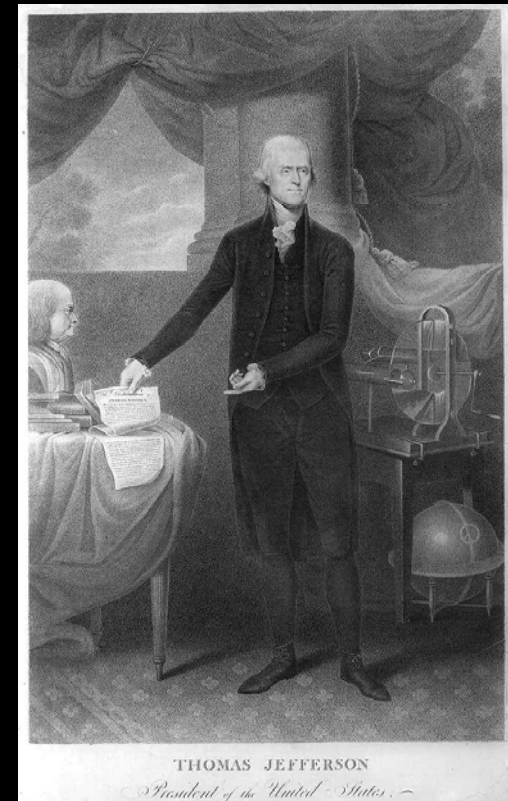
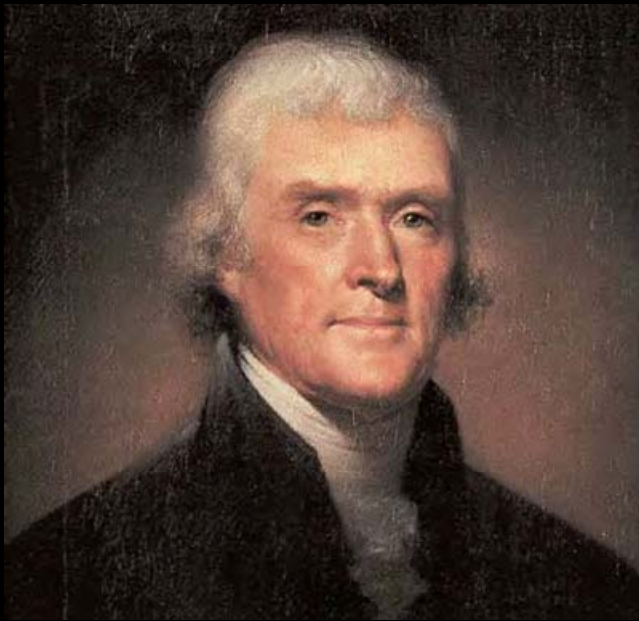
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# Thomas Jefferson

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“The only constant is change”



# Two big and constant changes in American society over the past 108 years

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## (1) Urbanization and urbanism –

### *(a) Urbanization*

\*1910-1920 – majority urban population

\*Today, about 1 in 5 Americans rural

### *(b) Urbanism*

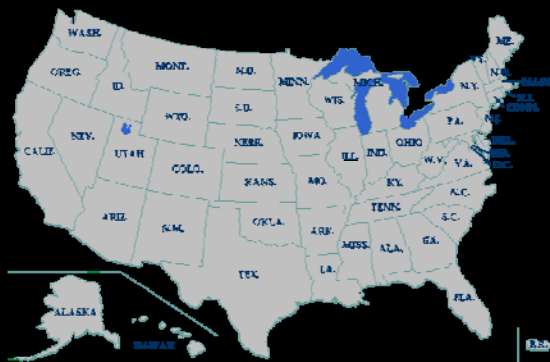
\*Transportation, media  
leisure and sports, varieties of music



# Two big and constant changes in American society over the past 108 years

## (2) Growth in the scale of social structure

\* we can be connected to more and more people, and more quickly than ever before



\*ability to specialize and free to associate into new and specialized groups



## Affecting Social Change

- \*Americans value both individualism and community (“united we stand, divided we fall”)**
- \*Soring is a crime. To get away with crime, all criminals need “cover.” New techniques for soring, denial by individual owners, denial by specific organizations – all provide that cover. Expressions of individualism / autonomy are rationalizations, and all criminals use excuses.**
- \*Crime declines when Americans watch out for each other. Good neighbors make less crime.**



# Affecting Social Change

**Therefore (6 actions):**

- 1. reconnaissance – look to the network of groups / individuals who affect this issue – be strategic – the Tennessee Walking Industry needs urban as much as rural**
- 2. study – look to other successful examples of action**
- 3. rely on basic American values – individual responsibility / community / fair play / Christian/religious values (“dress the garden”)**
- 4. search and destroy – study and then attack rationalizations**
- 5. uncover – make public**
- 6. encourage / praise – the enforcers, former supporters of soring/big lick**

