### Sport, Social Movements, and Social Change

1) Announcements
   - Last week's presentations — your feedback
     - Using sociology of sport/health/p.a. resources…
     - Use assignment handout…
     - Narrowing ‘the problem’

2) Lecture – Sport, social movements and social change
   - Consider (potential) relevance to your projects

3) Break

4) Tutorial -- Discussion & Group Presentations…

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### Social Change in Context...Last week and this week

- Macro-changes and societal trends (last week)
  - e.g., shift in foreign policy, changing views on role of sport in diplomacy
  - e.g., rise in corporate power, increasing globalization of culture, links to democracy…
  - e.g., rise of neoliberal policies & ideologies, potential impacts on access to recreation…

- Change “from above”

- Political action, grassroots activism and everyday challenges to the status quo (this week)…
  - Change “from below”

Begin with a quote and a video…

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### Do you ever wonder...

As you wander down the aisles of supermarkets, half-concentrating, half-thinking of something else, it suddenly dawns on you that the shelf you thought would be laden with bread is laden instead with organic products? How did that happen? By now, the range of eggs on offer – organic, granary-fed, non-battery, battery – is no surprise, simply part of a normal consumer day…

Later the same morning, you are similarly half-concentrating while idly looking at job adverts, when the standardized claims of commitment to equal opportunity catches your eye… With a final, idle thought, you even ask yourself ‘How do new ways of living come into the world?’ (Jordan, 2002, p. 7 – from Activism!: Direct Activism, Hacktivism and the Future of Society)
The ‘Black Power’ Salute and the civil rights movement…

Black Power Salute

What Harry Edwards and organic food have to do with sport and social change…

Inspire sociologists to ‘imagine’ the ways in which (positive) social changes have taken place, how they can continue to take place…
– Consider patterns that can be seen in emergence & success of social movements
– Help us be strategic when trying to create change…

• Remind us that social institutions that seem unchangeable are actually ‘socially constructed’

Remember Chapter 1 of S & P, the sociological imagination
In this lecture, address the question…

How do people attempt to incite positive social/political change through activism? What are the characteristics of 'effective' attempts to incite change?

- What does it mean to be an activist?
- What is a social movement?
- What strategies do they use?

*And what does this have to do with sport…?*

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**Structure**

- Examples of activism
- Definitions of activism and social movements
- Discuss types of activism – range of intensities and strategies
- Case Study – Kenyan athletes and peace promotion in 2008 – a response to post-election violence

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**Many examples of activism that have taken place in and around sport (see also Kaufman & Wolff Reading)**

**Some examples…**

- movements to ban native mascots (Davis-Delano and Crosset, 2008)
- movements to save sport stadiums (Davis-Delano and Crosset, 2008)
- anti-Olympics movements (Lenzkyj, 2002; 2008)
- environmental movements, ‘anti-golf’ and ‘surfers against sewage’ (Maguire et al., 2002; Wheaton, 2007)
- women’s movement and Title IX (Wushanley, 2004)
- civil rights movement and sport
- critical mass pro-cycling movement

- Two (often interrelated) types of movements…
  - Those intended to change conditions within sport
  - Those that use sport as a forum to bring attention to and ‘take on’ broader social concerns…
Colin Kaepernick Taking a Stand by Sitting

Feyisa Lilesa – Ethiopian marathoner

• Symbolic gesture to raise awareness about Ethiopian government’s treatment of Oromo protesters.
• The Oromo are the country’s largest ethnic group.
• Amnesty International and Human Rights Watch have reported violence and human rights violations in conflicts between government security forces and protesters (Burke, 2016).

Miami Heat team wearing hoodies and standing with their heads bowed – bringing attention to shooting of Trayvon Martin, an unarmed Florida teenager (2012).

Pro soccer player Megan Rapinoe kneeling for national anthem

New York Liberty WNBA players support #BlackLivesMatter Movement

Football team’s refusal to play until Missouri president resigns – in response to school’s handling incidents of racism on-campus (2015).

Phoenix Suns wear ‘Los Suns’ jerseys – highlighting concerns about Arizona immigration law thought to promote racial profiling (2010).

‘I Can’t Breathe’ refers to Eric Garner, who died after being placed in chokehold by police in NYC after short arrest for selling untaxed cigarettes.
Key Definition

• **Activist**
  
  ...a person who acts strategically with others, on the basis of shared values, to create a more just society. The strategies include changing how society or its institutions operate (reform)... and creating new institutions...on the basis of alternative principles (revolution, transformation). Methods and tactics include political participation, pressure tactics aimed at gaining concessions, armed struggle, or operating an organization with a mission of social change or liberation. These methods require knowledge, skills, and capacity; so activism also includes methods aimed at building capacity through community organizing, training, educating, and mobilizing (Watts et al., 2003, p. 186).

Key definitions...

• **Social Movement**
  
  - “collective challenges, based on common purposes and social solidarities” (Tarrow, 1998, p. 4; in Staggenborg, 2008, p. 5)
  - “a set of opinions and beliefs in a population which represent preferences for changing some elements of the social structure” (McCarthy and Zald, 1977, p. 1217-1218; in Staggenborg, 2008, p. 5)
  - “loose and changing coalitions of groups and individuals” (Staggenborg, 2008, p. 34)

• **Remember definition of politics:**
  
  “processes through which power is gained and used in society” (from Donnelly & Coakley, 2009)

All this to say — this class is about politics of 'the people,' power relations through the eyes of those engaged in activism and social movements...

Key definitions (2)...

• **Social Movement Organization (SMO)**
  
  “complex or formal organization which identifies its goals with the preferences of a social movement...and attempts to implement those goals” (McCarthy and Zald, 1977, p. 1214; in Staggenborg, 2008, p. 5)

• **Social Movement Industry:** collection of SMOs
  
  - Think of the 'sport for development and peace' industry...
  - Organizations may cooperate or compete with one another...
Do you have to join a conventional ‘activist group’ to be an activist? (Sport) Subcultures, Lifestyle Politics, and ‘Pre-Political’ Activities

Many people do not participate in conventional political/social movements, instead they express views through lifestyle politics…

• where food choices, transportation choices, sport choices meant to reflect value system, political views
  – the ‘personal can be political’
  ▪ often based around consumer choices…

Do you have to join a conventional ‘activist group’ to be an activist? (continued)

• Alternative sport subcultures
  ▪ People who share feelings dissatisfaction with dominant value system come together through alternative sport participation (e.g. snowboarding, parkour, frisbee)
    ▪ versions of skateboarding undermine ‘hypercompetitive’ sport
    ▪ parkour thought to undermine ‘logic’ of cities designed to promote consumption
    ▪ politics is usually symbolic, cultural – goal for change not well articulated

Subculture members may also be “pre-political”

– looking for a language to express themselves, their concerns…(Duncombe, 1997, p. 176; Hobbsawn, 1959)

– socially connected people (not isolated people) most likely to be (eventual) participants in political groups (Morris & Herring, 1987, p. 155; Straggenborg, 2008, p. 14)
Do you have to join a conventional ‘activist group’ to be an activist? (continued)

In other words, the ‘personal can be political’

“The personalization of politics (through shared musical preference, alternative sport participation, the food one eats) is one way in which [many young people] confront the distance between themselves and a mainstream political world in which they effectively have no say” (Duncombe, 1997)

Intentional Politics: An explanation for emergence of social movements

Social movements – often arise in reaction to a ‘threat’ or ‘critical event’ (e.g., cuts to funding for recreation centres) and/or an ‘opportunity’ (e.g., a major sport event, with global exposure)

• driven by ‘rational actors’ pursuing interests using politically-inspired tactics
  • i.e., tactics intended to gain power and influence, change circumstances

Intentional Politics (continued)

• Movements successful when
  • resources can be mobilized (recruit people, media support, website expertise, contacts with influential people/celebrities)
  • political opportunities available and utilized (e.g., political climate favourable to an issue; election taking place; other movements taking place)
Intentional Politics (continued…)

• Driven by “social movement entrepreneurs…” (e.g., Harry Edwards…)
  – Create ‘collective action frames’ to inspire others to join
    • e.g., identify injustice, attribute blame, propose solution, and recruit!
      – e.g., link Olympics with poor treatment of homeless
      – e.g., Harry Edwards and the Olympic Project for Human Rights in 1968 (response to possible admission of ‘apartheid’ South Africa to Games)


Kenyan Athletes Promoting Peace: A Case Study of a Social Movement

Towards a Better Understanding of Sport, Peacebuilding, and Elite Athletes

Guiding Questions

– How can we explain the successful organization of these peacebuilding events?

– What role did elite runners & the sport of running play in the success of these events?
  – How were ‘resources mobilized’? (How) did leaders take advantage of ‘political opportunities’? What was the ‘collective action frame’?

Method and Sample

• Interviews with eight people (‘key informants’) involved in organization of Run-4-Peace events & construction of ‘collective action frames’
  • Coach of Kenyan athletics team
  • Former or current elite level athletes
  • Former high level runners now involved in local community work/pedagogy

Interview Locations
Finding: Elite Kenyan Runners well-positioned to be ‘social movement entrepreneur’

- Influential, Credible, Motivated, Active
  - Running a source of national pride
  - Through international competitions, athletes seen to work-together on behalf of ‘one Kenya’
  - Are from the local communities, personal stake

Running and elite runners – symbols of unity

“for example you understand when we compete in Europe, the whole country is united we don’t say this is from Kalenjin or Kikuyu” (Moses Tanui)

“during the Olympics…everybody in the country was proud of what Kenya did, the national flag, whoever was running, and it was a very good mixture of who was running. All the Kenyans were involved and now we are able to find ourselves to be proud to be the Kenyans we are” (Joseph Ngure).

Resource Mobilization

Athletes mobilizing resources

- Had connections in local communities – mobilize media (publicity), local government (for races), banks (sponsors)
**Resource Mobilization**

“I’m an international athlete so whenever I do something they [those in the local community] support it, I have no problem with the media, I can make a call, and they say yea”. (Moses Tanui)

“now what we did was we came together just like here in Eldoret…the athletes just like Mike, Moses just sat here to take some tea and we just chat around…and then we would say ok, well what would you do? Someone would say well I’ll talk to such and such a bank because I am a member, I will do this and this…” (former Kenyan record holder, sprinter)

**Political Opportunities**

– Upcoming Olympics ‘leveraged’ to promote action
  • Would threaten Kenya’s reputation if performed poorly

– Arrival of Kofi Annan
  • Spotlight on Kenya, peace discussions at macro-political level
    – An opportunity to link these talks with grassroots movements

**Political Opportunity**

“now supposing we went on fighting, could our athletes achieve these or attain whatever they attained in the [upcoming Beijing] Olympics? It was our best ever so now that was a thought that could bring into solidarity. Be proud of Kenyans is to be proud of what you are doing. To have peace is important because without peace our athletes are not able to train, not able to go outside the country” (Joseph Nguri)
Political Opportunity

• “When Kofi Annan was going on with his thing in Nairobi we were…mobilizing people to talk together and try talk to him, let’s do this, let’s have peace. Let’s come together you know, I mean if nothing would have been done Kenya would actually flop in the wrong direction” (Philip Boit).

Reflections

The conditions were present for a successful ‘movement’ – allowed these events to be organized in unlikely circumstances

• all the while recognizing that
  – sport spaces can also be spaces of violence & conflict
  – and there are no guarantees that peace will be sustained

How might this lecture and this week’s readings by useful for your projects?

– Is your group a ‘social movement’?

– Consider how you will evaluate success of your group?

– If you were to use ‘tactics’ to mobilize resources or bring attention to your group, what might they be?
Tactics/strategies used by activists

• More mainstream
  – Cultural Events
  – Celebrity Involvement
  – Protest
  – Petitions
  – ‘Around the table’ with policy-makers
  – Education campaigns
  – Initiatives to address social problems…

• Less mainstream…
  – Protest
  – Graffiti
  – Culture jamming
  – Hacking

Role of Mass Media and ‘Alternative’ Media… (to be discussed further in Sport, Media, and Peace lecture)

How is ‘Success’ Defined for Different Movements?

• Inspire awareness/debate around a set of issues
• Provide opportunities for subsequent activism
  – Inspire others to participate in movement
• ‘Acceptance’ of a group as a legitimate representative of issue
• Impact public policy (Title IX)
• Change culture (environmental movement and ‘green’ sport events)

‘Activism’ in Future Classes…

• Peace Education class – and the role of activism
• Sport, Media and Peace class – discuss how ‘new media’ enables (global) forms of ‘new social movements’
• Sport and Environment class – global anti-golf movement …(see Wheeler & Nauright reading)
**Discussion (of Ubyssey Article)**

http://ubyssey.ca/features/political-apathy-ubc-368/

• **“THE DEATH OF THE ACTIVIST”**
  – Suggests that UBC students less politically engaged than in the past
  – Wonders whether students are more apathetic about social issues –
    or if something else is happening

  – **What do you think?**
    • Are students politically disengaged, or are they engaged in
c    different ways?
    • If they are engaged, what does this look like?
    • If they are disengaged, how might this be explained?

** RECORD YOUR POINTS ON A PIECE OF PAPER, PUT THE NAMES OF YOUR GROUP
MEMBERS ON THE PAPER, AND HAND IN.**