

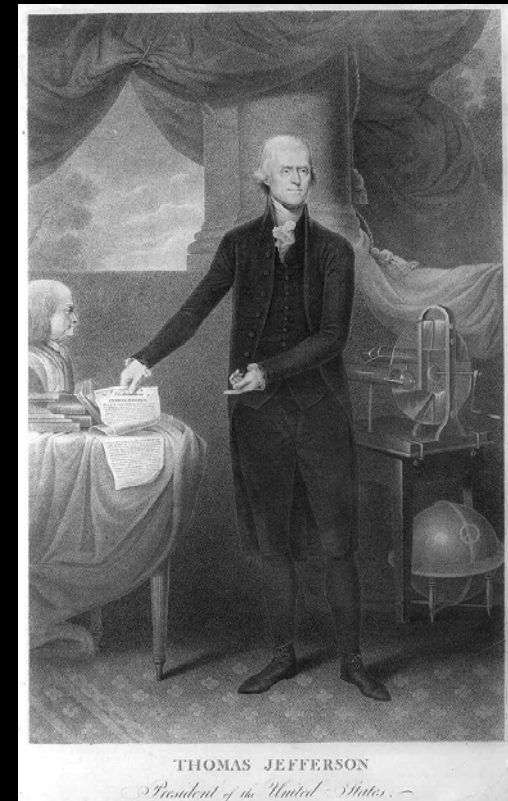
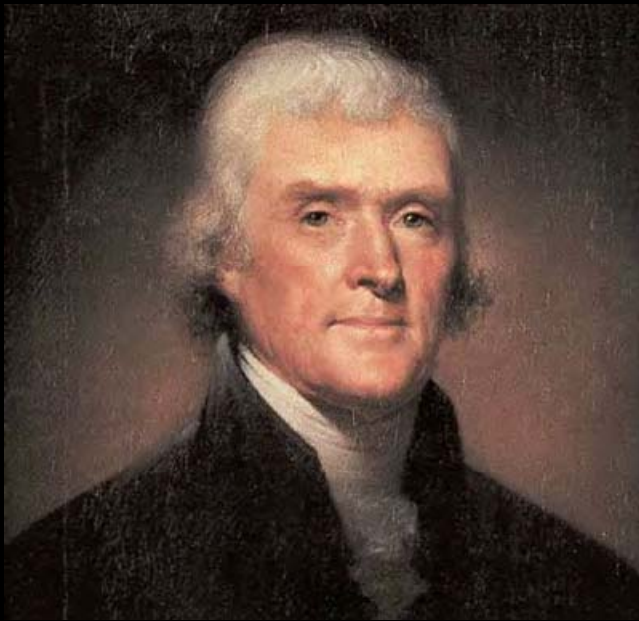
Affecting Social Change

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Thomas Jefferson

“The only constant is change”



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

(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**

