



MACHAKOS UNIVERSITY

University Examinations for 2022/2023 Academic Year

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF SOCIAL SCIENCES

**FOURTH YEAR SUPPLEMENTARY/SPECIAL EXAMINATION FOR
BACHELOR OF ARTS**

ASC430: COLLECTIVE BEHAVIOR

DATE: 10/3/2023

TIME: 2.00 – 4.00 PM

INSTRUCTIONS

Answer QUESTION ONE and any other TWO QUESTIONS

QUESTION ONE (30 MARKS)

- a) Discuss the life cycles of a social movement as presented by (Blumer, 1969) (8 marks)
- b) Identify and discuss the four main stages of social movements (12 marks)
- c) Briefly discuss the following perspectives in reference to collective behaviour (10 marks)
 - i. Evolutionist perspective
 - ii. Psychiatric perspective
 - iii. Individual motivation perspective

QUESTION TWO (20 MARKS)

- a) Describe four factors that influence the development and transmission of a rumor (8 marks)
- b) Discuss the following theoretical perspectives on social movements (12 marks)
 - i. Resource mobilization,
 - ii. Framing,
 - iii. New social movement theory

QUESTION THREE (20 MARKS)

- a) Define social movements (2 Marks)
- b) Identify and discuss the four main types of social movements (12 marks)
- c) Identify any six characteristics of a crowd behavior (8 marks)

QUESTION FOUR (20 MARKS)

A sports team has just lost a major national championship. Their fans who are normally well behaved take on the streets in large groups and feed off one another's feeling. While they would never dream of acting violently on an individual basis, they now begin lighting fires and harassing motorists. Identify and discuss this type of behavior.

QUESTION FIVE (20 MARKS)

Write short notes on the following forms of collective behavior

- i. Multitudes
- ii. Crowds
- iii. Public opinion
- iv. Propaganda
- v. Riots