

**UNITED STATES INTERNATIONAL UNIVERSITY - AFRICA**  
**SOC 4021: COLLECTIVE BEHAVIOR IN DIVERSE CONTEXTS**  
**COURSE SYLLABUS**  
**CREDIT: 4 UNITS**

**COURSE DESCRIPTION**

This is a senior course meant to enlighten the students on the various aspects of collective behaviour in diverse contexts as a special sociological phenomena. It encompasses issues such as: The nature of collective behavior specifically crowds, masses and mass communication, inter alia, together with social movements and methodologies and theories appropriate to the study of collective behaviour, both quantitative and field approaches. The implication of collective behaviour with respect to societal change and development will be covered.

**COURSE OBJECTIVES**

At the end of the course the students will be able to:-

- (a) Understand the various concepts and definitions used in the study of collective behavior.
- (b) Elucidate the various types and causes of collective behaviour and their implication to societal change, stability and development.
- (c) Understand the social dynamics of collective behavior.
- (d) State and explain the various theories/approaches of collective behavior.
- (e) Understand Mass publics communication and public opinion as an aspect of collective behavior.
- (f) Appreciate and develop a critical mind with regard to collective behavior.

**WEEKLY COURSE CONTENT**

**WEEK 1 - 2**

- 1.0.0 Introduction to and basic concepts of collective behavior.
- 1.0.1 Social dynamics nature of collective behavior.

**WEEK 3 - 4**

- 2.0.0 Causes of collective behavior
- 2.0.1 Types of collective behavior
- 2.0.2 1<sup>st</sup> Test

**WEEK 5 - 6**

- 3.0.0 Causes and classification of social movements
- 3.0.1 Macro Theories of Collective behavior
- 3.0.2 2<sup>nd</sup> Test

**WEEK 7 - 8**

- 4.0.0 Middle level theories of collective behavior
- 4.0.1 Group presentation

### **WEEK 9 - 10**

- 5.0.0 Causes and nature of mass publics
- 5.0.1 Public opinion and collective behavior
- 5.0.2 3<sup>rd</sup> Test

### **WEEK 11**

#### **Final Examination**

### **TEACHING METHODOLOGY**

This will comprise of class discussions, lectures, group presentations, inter alia.

### **MODE OF EVALUATION**

Class attendance	-	10%
Group presentation/Term papers	-	20%
Three (3) class tests	-	30%
Final Examination	-	<u>40%</u>
<b>Total</b>	<b>-</b>	<b>100%</b>

### **GRADING**

90 - 100	A
87 - 89	A-
84 - 86	B+
80 - 83	B
77 - 79	B-
74 - 76	C+
70 - 73	C
67 - 69	C-
64 - 66	D+
62 - 63	D
60 - 61	D-
0 - 59	F

### **COURSE TEXTS**

1. Evans, R. R. (Editor) (1969): Readings in Collective Behavior. Rand McNally & Company. Chicago USA.
2. Turner, R.H. et al (1972): Collective Behavior (2<sup>nd</sup> ed.). Prentice Hall, Englewood Cliffs, New Jersey.

### **OTHER REFERENCES**

1. Defleur, M.L. et al (1977): Sociology: Human Society (2<sup>nd</sup> Edition). Scott, Foresman and Company, Glenview Illinois U.S.A.
2. Forsyth, D.R. (1983): An introduction to Group Dynamics. Bous/Cole Publishing Company, Pacific Groove California, U.S.A.
3. Forsyth D.R. (1983): Group Dynamics 2<sup>nd</sup> Edition). Books/Cole Publishing and company, Pacific Grove California U.S.A.
4. Koru Blum, W. (1988): Sociology in a changing world Holt, Rinehart & Winston Inc. New York USA.
5. Rodney Stak et al (1973) Society today. (2<sup>nd</sup> ed.) Ziff-Davis publishing company Del Mar, California.
6. Scott G. McNall (editor) 1974: The sociological perspective (3<sup>rd</sup> ed.). Little brown and company inc.
7. Turner Ralph H. et al (1972): Collective Behavior (2<sup>nd</sup> ed.) Prentice Hall Inc Englewood Cliffs, New Jersey.
8. Johnson A.G. (1996): Human Arrangements. An introduction to sociology. (4<sup>th</sup> ed.) Brown & Benchmark Publishers.
9. Koenig S. et al 1953): Sociology: A book of readings: Prentice Hall Inc New York.
10. Raven H. et al (1976): Social Psychology: People in groups John Wiley & Sons, Inc.
11. Baron, R. et al (1974): Social Psychology: Allyn and Bacon A Viacom company.
12. Smith R. et al (1995): Social Psychology. Worth Publishers Inc.
13. Canetti, D. 1966): Crowds and Power: New York Vikings Press.
14. Oliver P. et al (1993): Critical Mass in Collective Action: A Micro-social theory. Cambridge University Press.
15. Olatunde T.O. et al 1993) Sociology: An introductory African text. The Macmillan Press Ltd.

