Eight Stages of Social Movement Success *Bill Moyer 1990*

1. Critical Social Problem Exists

- Powerholders support problem
- "Official Policies" and "Operating Policies" violate values
- Public is unaware of the problem
- Problem is not a public issue

2. Prove Failure of Official Institutions

- Many new local opposition groups
- Use official channels
- Courts, government offices, commissions, hearings …
- Prove they don't work
- Become experts, do research

3. Ripening Conditions

- Recognition of problem & victims grow
- Public sees victims' faces
- More active local groups
- Need pre-existing institutions & networks available to channel new movement
- 20%-30% of public oppose powerholder policies

4. Take-off

TRIGGER EVENT

- Dramatic nonviolent actions / campaigns
- Actions show public that conditions & policies violate widely-held values
- Actions repeated around country
- Problem put on social agenda
- New Social Movement rapidly "takes-off"
- 40% of public oppose current policies/conditions

5. Perception of Failure

- See goals unachieved
- See Powerholders unchanged
- See numbers down at demonstrations
- Despair, hopelessness, burnout, dropout, seems movement ended
- Emergence of Negative Rebel

6. Majority Public Opinion

- Majority oppose present conditions & policies
- Show how the problem and policies affect all sectors of society
- Involve mainstream citizens and institutions in addressing the problem
- Problem put on the political agenda
- Promote alternatives
- Counter each new powerholder strategy
- Demonology: Powerholders promote public's fear of alternatives
- Promote a paradigm shift, not only reforms
- RETRIGGER EVENTS, re-enacting stage 4

7. Success

- Large majority opposes current policies and no longer fear alternative
- Many powerholders split off and change positions
- End game process: Powerholders change policies (it's more costly to continue old policies than to change), are voted out of office or slow invisible attrition
- New laws and policies
- Powerholders try to make minimal reforms, while movement demands social change

8. Continuation

- Extend success (eg even stronger laws)
- Oppose attempts at backlash
- Promote paradigm shift
- Focus on other sub-issues
- Recognise/celebrate successes so far

Powerholders