



# CENTER FOR THE STUDY OF LAW AND SOCIETY

## BERKELEY LAW

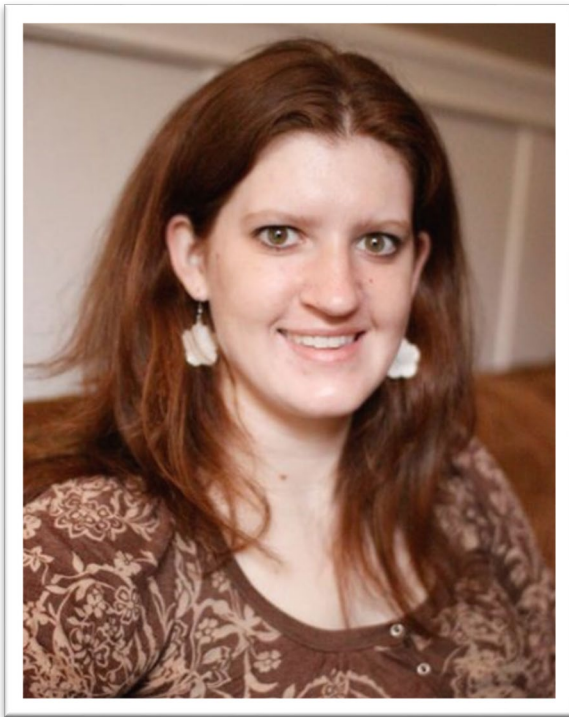
### CSLS SPECIAL EVENT

Friday, February 28, 2020

#### LAURA NELSON

Assistant Professor of Sociology  
Northeastern University

#### "The Meaning of Action: Linking Goals, Tactics, and Strategies in the Environmental Movement"



Collective behavior is a necessary but not sufficient condition for a social movement. To be classified as a social movement, collective action must be linked to other actions and symbols that, taken together, work toward a coherent movement strategy. Linking action to meaning is an important topic in social movements research, but systematically analyzing these links has been both theoretically and methodologically limited. Using the U.S. environmental movement as a case study, and employing a data-driven and inductive strategy combining both computational and qualitative methods, we find the underlying principle linking actions to meaning within this movement is what level of society the organization views as the locus of change—their goal orientation. Movement strategy, which we define as the linking of a particular organizational goal orientation to a set of actions, we find can be measured through movement discourse, illuminating the meaning-making functions of social movements.

PLACE Selznick Seminar Room, CSLS (2240 Piedmont Ave.)  
TIME **12:45-2:00p.m.** Coffee and water provided. Bag lunches welcome.  
INFO <https://www.law.berkeley.edu/research/CSLS/>  
EMAIL [csls@law.berkeley.edu](mailto:csls@law.berkeley.edu)

CATHERINE ALBISTON, FACULTY DIRECTOR | PAMELA ERICKSON, EXECUTIVE DIRECTOR