

Studying Civil Society and Social Movements Using Mixed Methods

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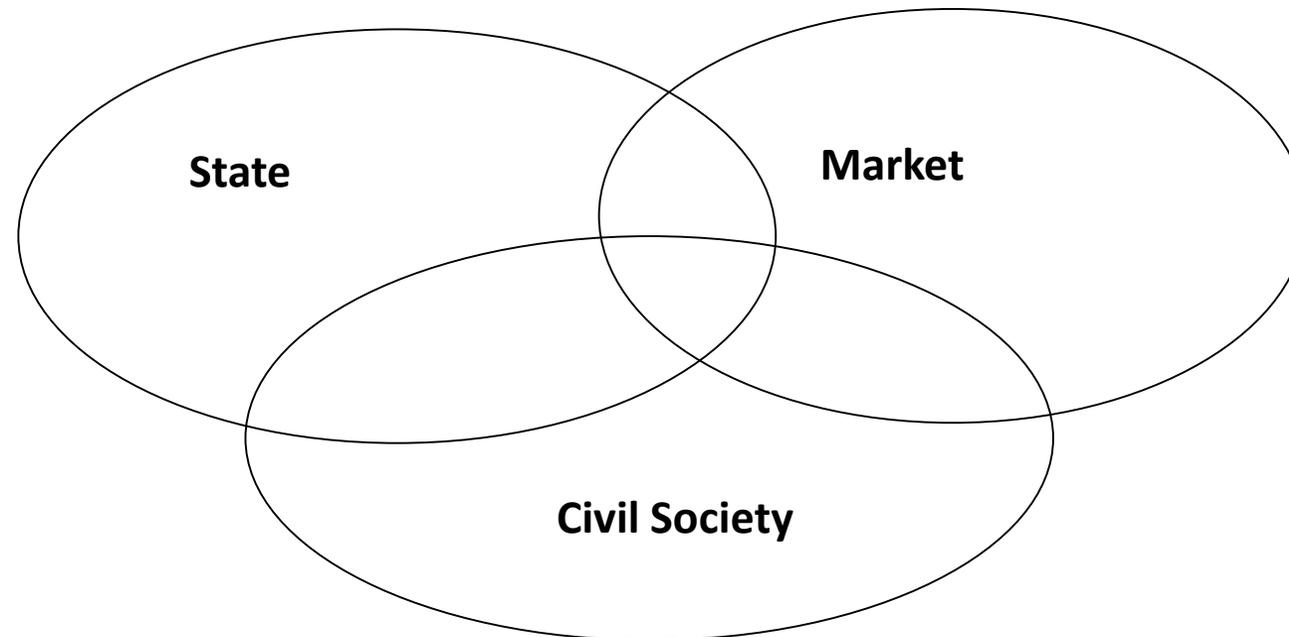


Program for Society and the Environment
at the University of Maryland - a Graduate Field Committee



What is Civil Society?

- Civil society is a “self-organized citizenry” (Emirbayer and Sheller 1999)
- Distinguished from “both state and economy” (Cohen and Arato 1994)





Civil Society

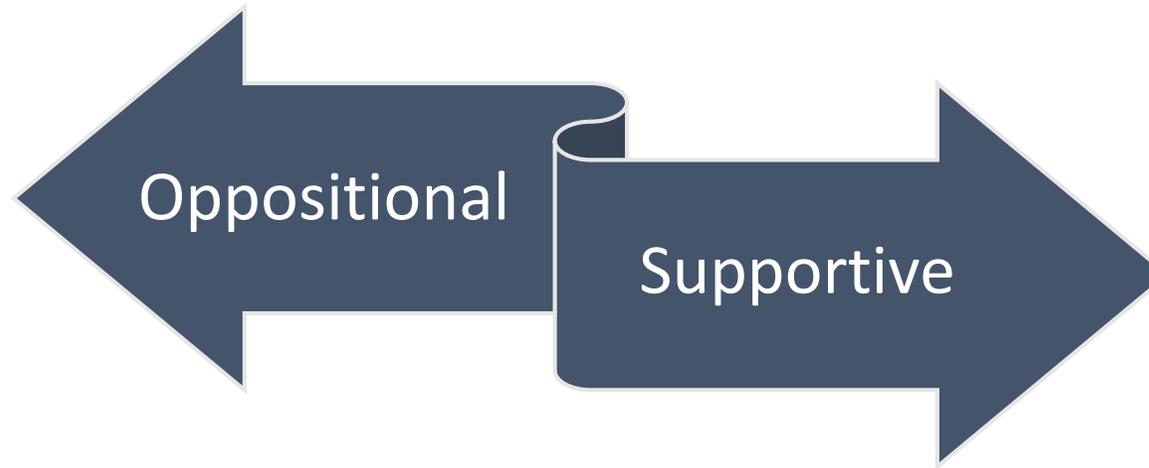


Social Movements as a Civil Society Actor (that we sociologists—and some political scientists—study)

- “Collective challenges [to elites, authorities, other groups or cultural codes] by people with common purposes and solidarity in sustained interactions with elites, opponents and authorities” (Tarrow 1994).
- Research focuses on:
 - **Organizational forms**— professionalized, etc.—who makes up the civil society group and how much do they interact with the state or the market (or science)?
 - **Action Forms** —strategies or tactics that range from oppositional to supportive (like lobbying, letter-writing, demonstrating, protesting...
 - **Institutional Forms** – what is the target? (International negotiations, Local community board, McDonald’s or something else?)

Two Cases to illustrate research on social movements using mixed methods

- Both are types of environmental activism and involve a diversity of actors



1. Urban Environmental Stewardship
2. The Climate Movement(s)



1. Urban Environmental Stewardship

Urban environmental stewards conserve, manage, monitor, advocate for or educate the public about the local environment (Fisher et al. 2007).



Data Collection Flow Chart

**PHASE I:
Concurrent
Data Collection**



- Quantitative Survey Data:**
- 1. Network data
 - 2. Organizational characteristics
 - 3. Organizational activities
 - 4. Organizational turf boundaries

- Spatial Data:**
- 1. Ecological characteristics (change in greening, habitat connectivity)
 - 2. Demographic characteristics
 - 3. Built infrastructure

**PHASE II:
Integrated
Data Analysis**



- Social Network Analysis:**
- 1. Identify Network Structure
 - 2. Identify Key Actors
 - 3. Identify Spatial Dynamics of Network structure

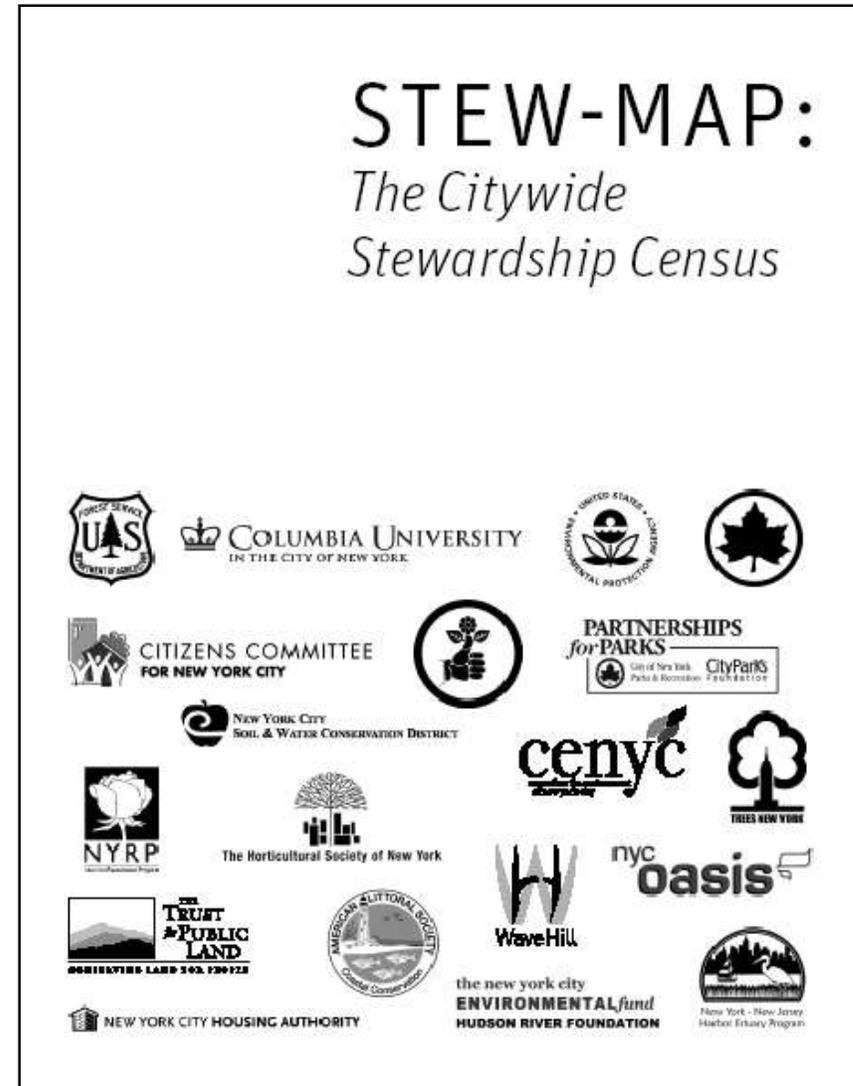
- Spatial Analysis:**
- 1. Identify the spatial patterns of co-development of social and ecological processes

**PHASE III:
Sequential
Data Collection**

- Interview Data:**
- 1. Verify and expand upon the role of key actors in the network
 - 2. Identify temporal, social, and spatial characteristics of stewardship system

STEW-MAP

- Began in 2005 as a partnership with people at the NYC urban field station
- Census of civic groups involved in stewardship activities in NYC
- First wave of research completed in 2007
- Interviews conducted with organizational “nodes”/brokers as part of NSF-funded ULTRA-Ex project to understand organizational history



Comparing Green Space vs Civic Space in NYC

Green Space

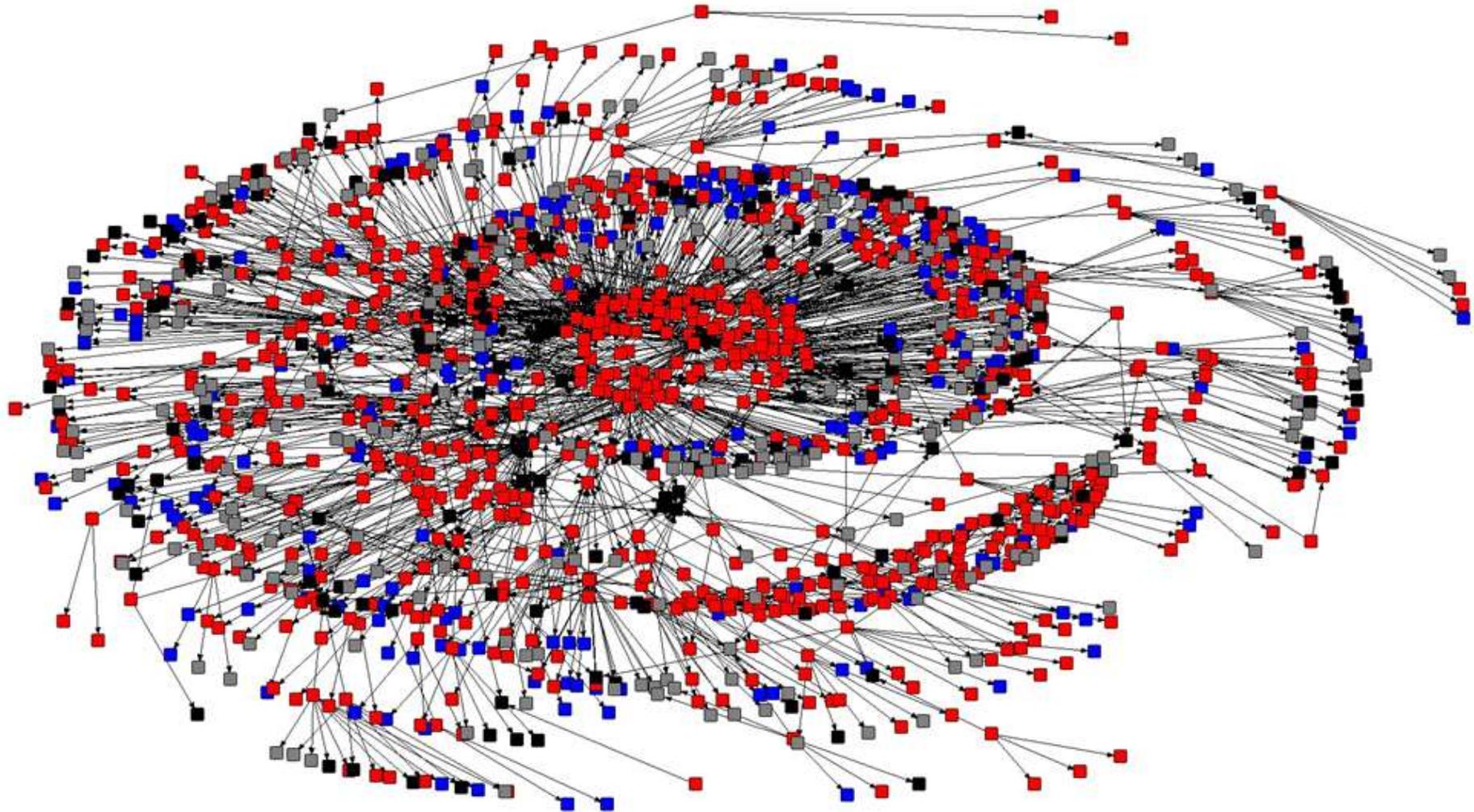


Social Space



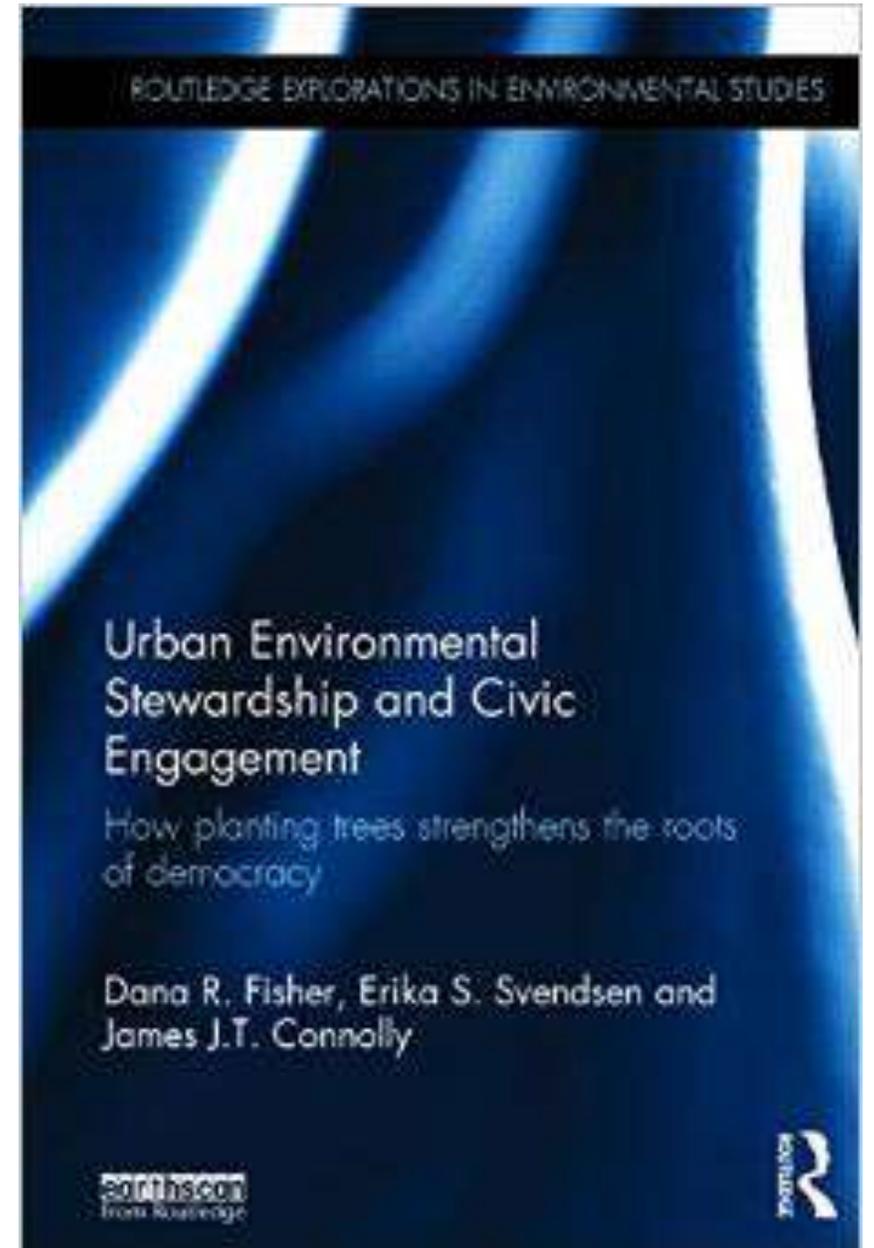
STEW-MAP research is being conducted in New York City, Philadelphia, Baltimore, Seattle, and Chicago.
Related projects are underway in San Juan and Los Angeles

How are they Connected?

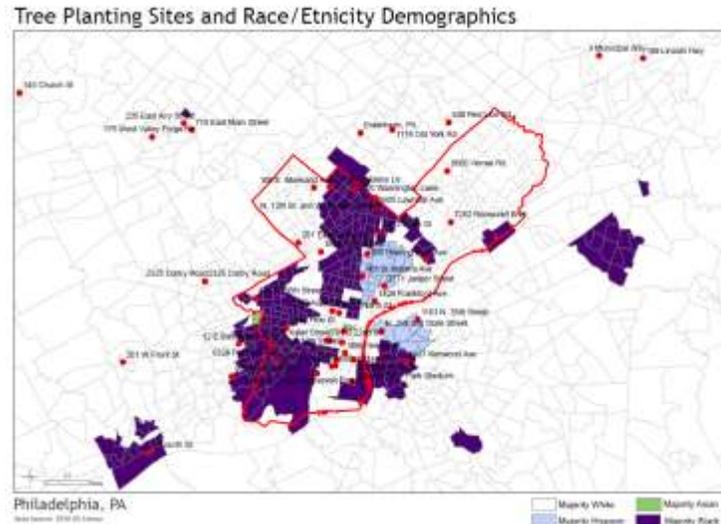
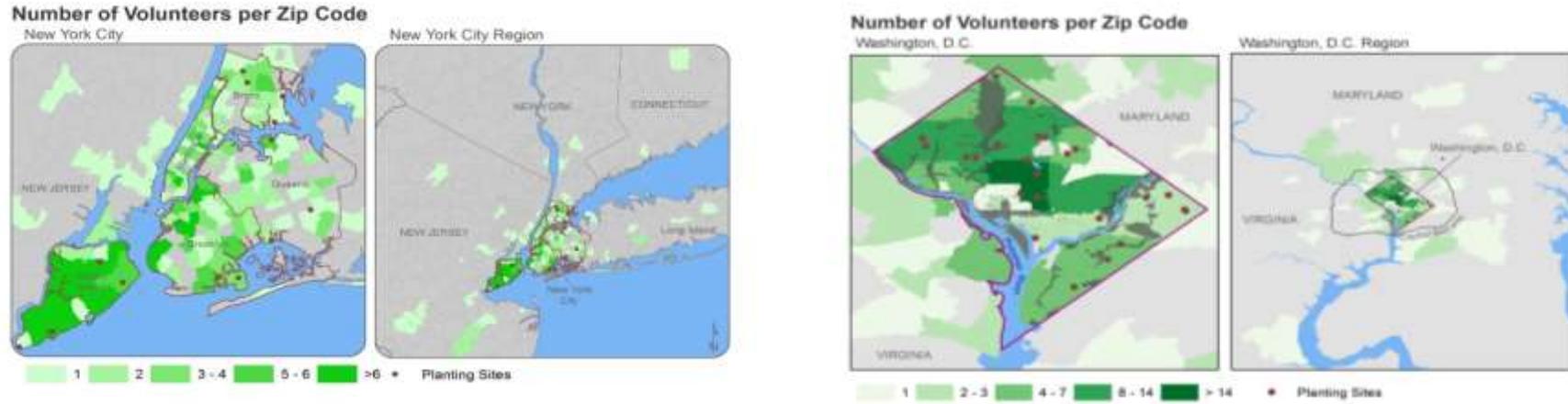


Studying Volunteer Stewardship

- Began as part of the NSF ULTRA-Ex funded work in New York City (Fisher PI)
- Looking at volunteer stewards involved in MillionTreesNYC initiative
- Expanded to volunteer stewards working with Casey Trees in Washington, DC and Plant One Million in Philadelphia
- Involves random survey of volunteer tree planters and follow-up interviews



Geography of Survey Respondents (Home Zip Codes)



Comparison of Civic Engagement for Survey Respondents and National Sample Data

Civic Action	Percent of Philly Stewards	Percent D.C. Stewards	Percent NYC Steward	Percent US Pop
Signed a petition	71.1%	64%	54.9%	35.2%
Contacted an elected government representative	44.6%	44%	36.1%	22.3%
Attended a public, town, community board, or school meeting	57.8%	41%	39.5%	24%
Participated in a protest	7.2%	20%	12.8% *	6.1%
Contacted the Media to Express Views	24.1%	25.2%	19.0%	5.1%
Gave a speech	18.1%	26%	21.7%	4.4%
Held or ran for public office	2.4%*	1%*	6.5%	.7%
Engaged in political discussion on the Internet	13.3%	28%	13.5%	5.4%
Worked for a political party	13.3%	11%	6.5%	18.7%

* Indicates NOT statistically significant.



2. The Climate Movement



Civil Society Participation Inside

	COP-6 (2000)	COP-13 (2007)	COP-14 (2008)	COP-15 (2009)	COP-21 (2015) **
Total Number of Registrants	6,994	10,828	9,252	30,123	28,178
Total Number of NGO Observers	3,552	4,993	3,869	20,611	17,157
Total Number of Parties	2,195	3,508	3,958	8,041	8,273

Random Sampling of the Crowd

- Researchers worked horizontally across the crowd, collecting surveys from every 5th adult participant
- This method allowed researchers to select randomly respondents and to work more quickly and evenly through the massive crowd

Total Completed Surveys: 468

Response Rate: 84%



Where Did Protesters Travel From for the PCM?

- 95% of participants lived in the United States
- 5% of participants traveled internationally
- 47% were from the New York City metropolitan / Tri-State area



Map of zip codes of participants from the Continental US

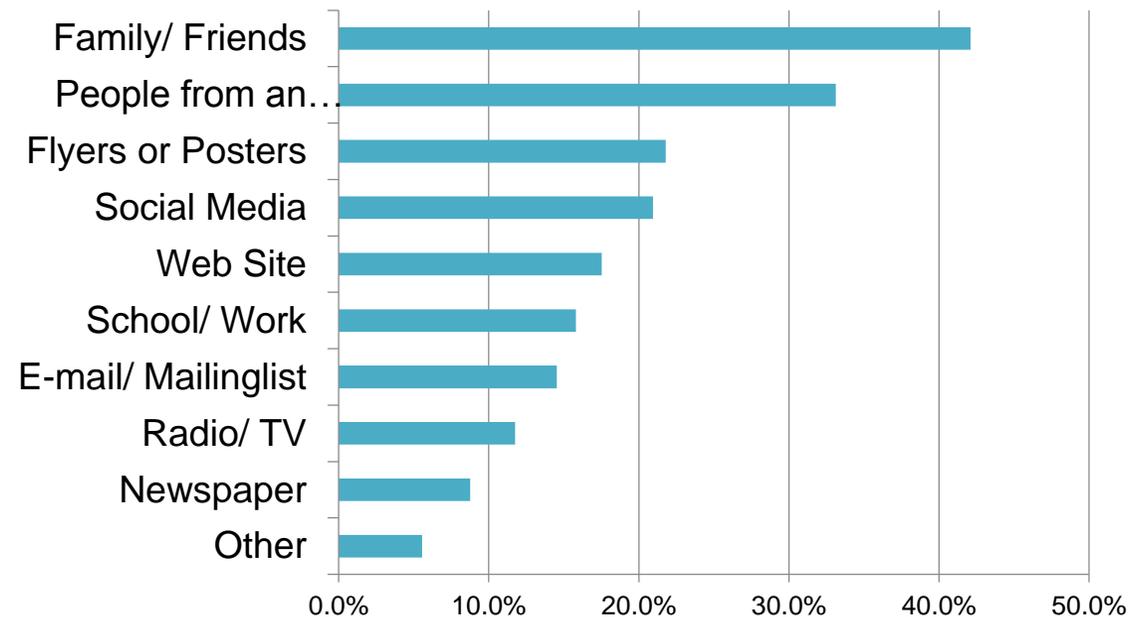
How Did Protesters Find Out About the March?

Nearly half of respondents heard about the protest from someone they knew, and about a third indicated that they found out from an organization or group.

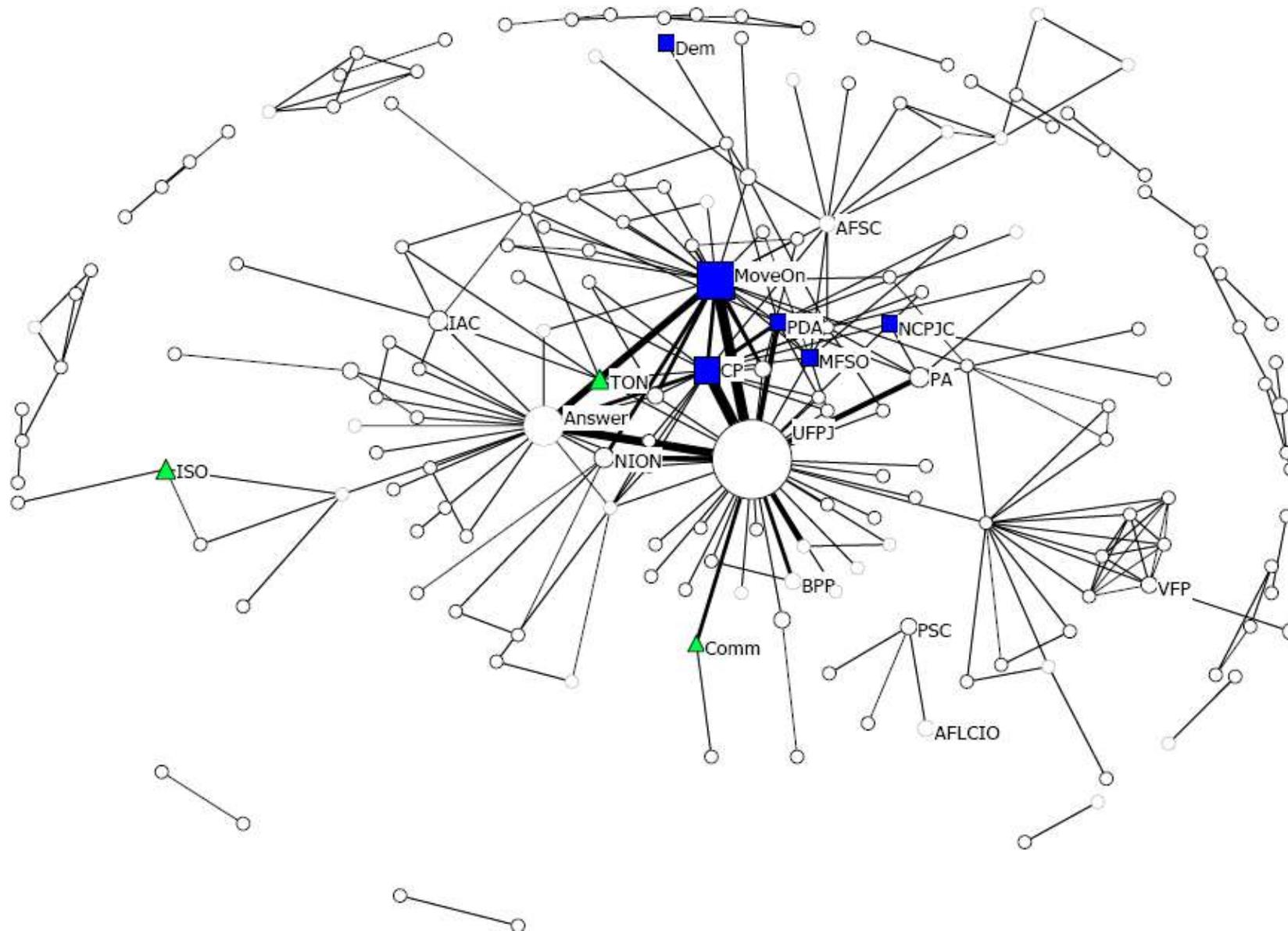
Flyers and posters were the most common non-relational channel, followed by social media sites and websites.



Subway poster advertising the march

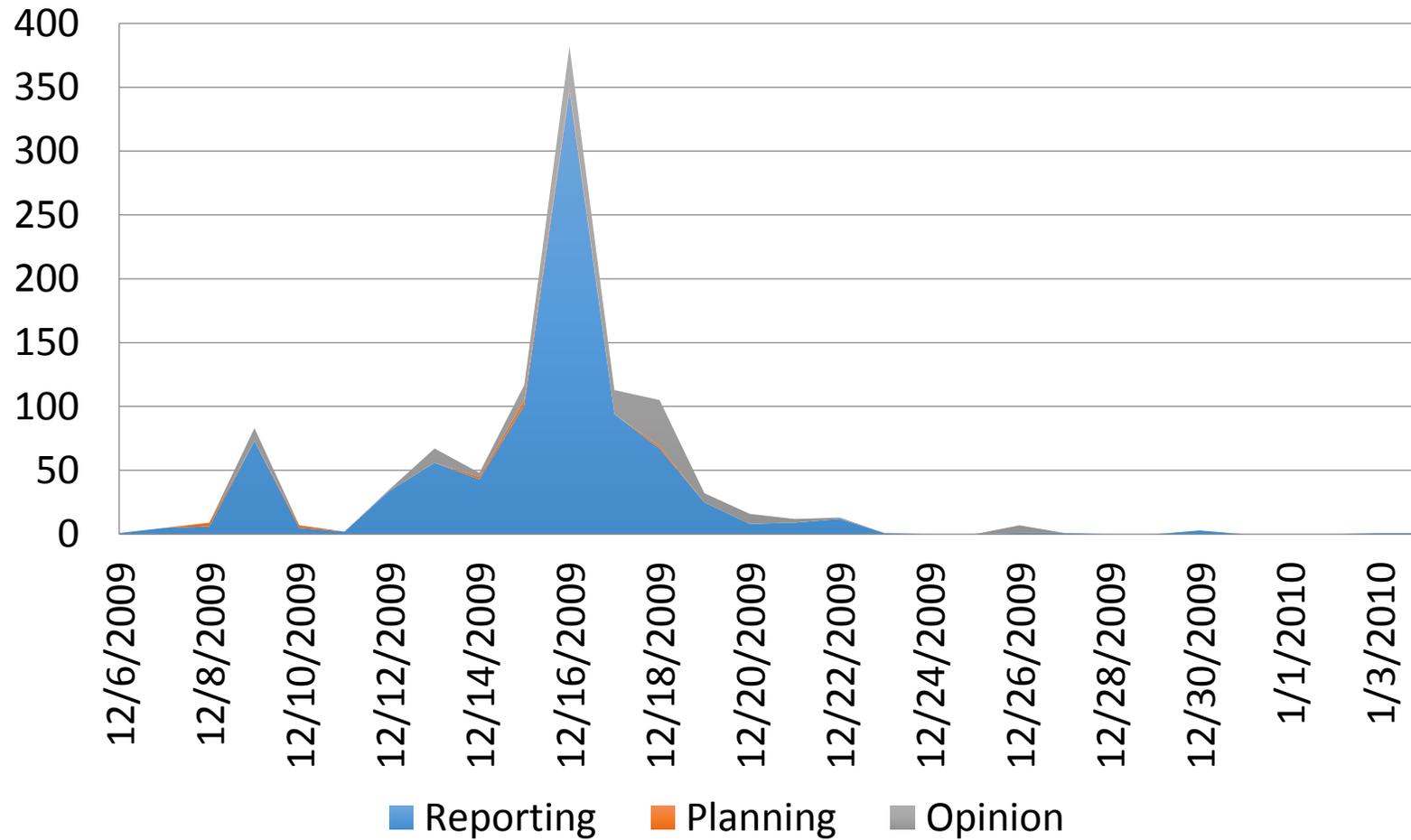


Networks of Anti-War Protesters (Heaney and Rojas 2007)



Tweeting about Environmental Activism

Copenhagen Police Tweets



Questions? Comments?

- **Selected References:**

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