

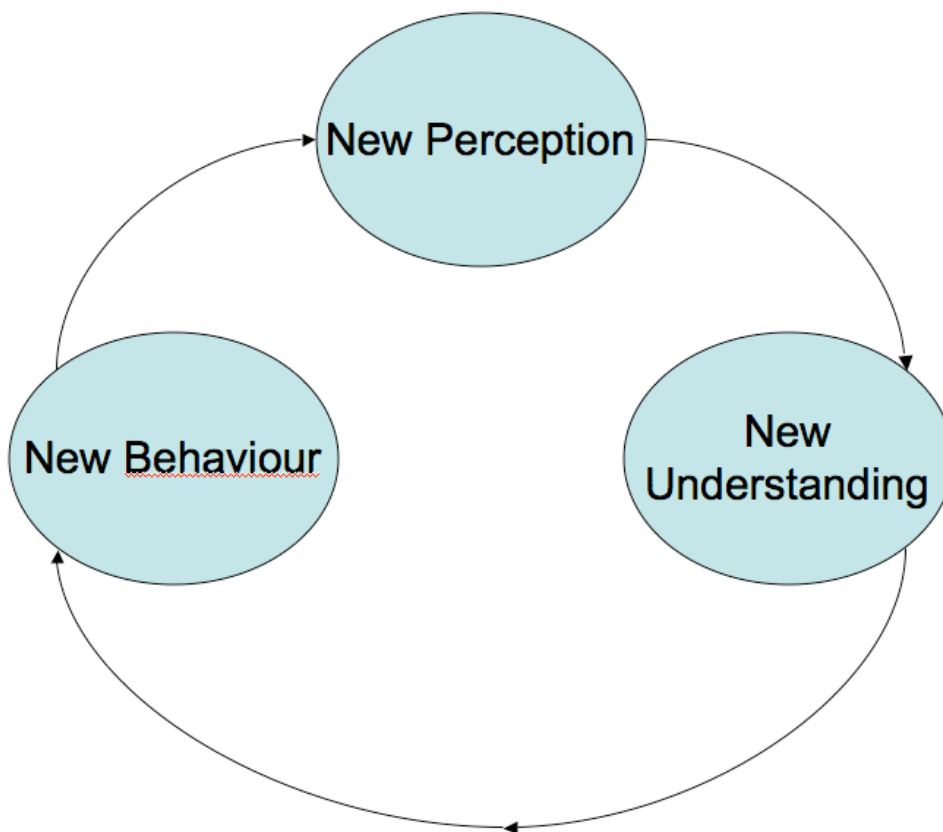
## Social Change as Motivation

### Mission Impossible

Advocating animal protection is often seen as an impossible task in Asia, particularly in countries like China. This is because the concept of animal protection is almost nonexistent and there is no infrastructure to support NGO work in this field. Groups face challenges and obstacles in almost every aspect of their work. Individuals can often feel frustrated and isolated when working for animal protection movement. These factors make it difficult to promote animal advocacy in a sustainable way.

### Methods of Self-Help

We will attempt to provide you with new perspectives on the animal protection movement in China and also to share with you new information and experiences. Hopefully you will be able to further develop the methods that are suitable for your own circumstances to make your work more sustainable.



### Review Our Position

- Who am I? What's my role?
- Where do we live? What kind of society do we live in?
- What changes has this society gone through?
- How did these changes affect society?
- How have these changes made an impact on human attitudes towards animals?
- How have these changes affected the animal protection movement?

### Social Change

- Social change is the transformation of culture and social structure over time.
- In the modern world, society is never static. Social, political, economic and cultural changes occur constantly.

## Main Characteristics

It happens everywhere, but the rate of change varies from place to place.

- Social change is sometimes intentional but often unplanned
- Attempts towards social change often generate controversy e.g. women's rights and homosexual issues
- Some changes matter more than others

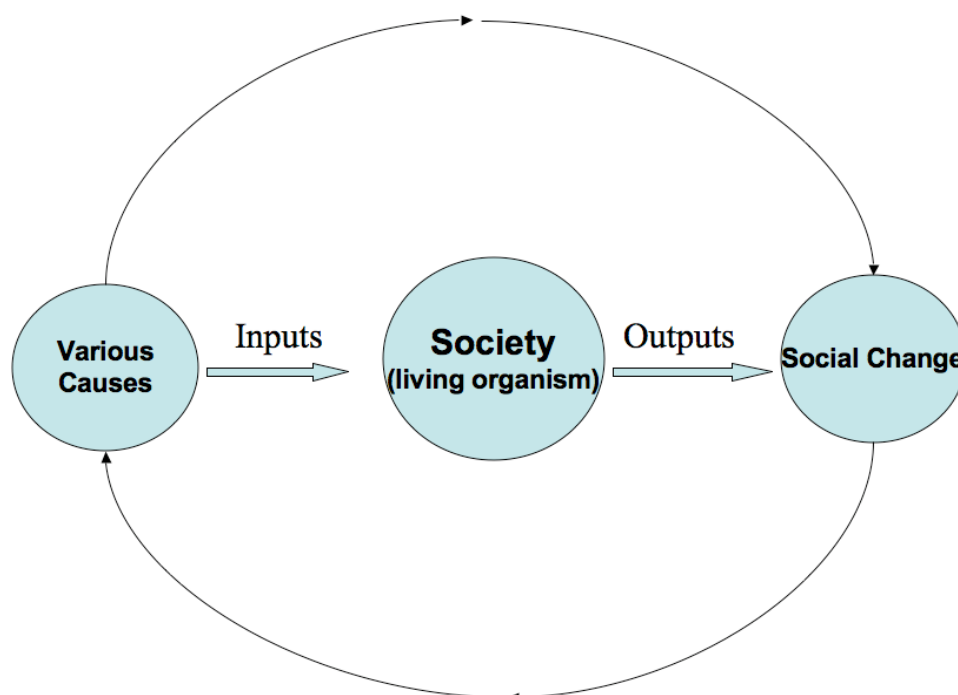
## What Causes Social Change?

- New information and ideas
- Culture: Invention, discovery, diffusion
- Conflict
- Idealistic factors
- The need for adaptation
- Environmental factors
- Economic and political advantage
- Demographic change
- Consumerism
- The role of values and ethics
- Religion
- Technology
- Social change movements

**Consumerism:** In modern society, consumerism has a great impact on people's lifestyles, and is an essential agent of societal change. In our daily lives, advertisements and marketing promotions encourage people to purchase more and more products, creating false consumer needs. Products, displays and the media constantly and repeatedly encourage mass consumption. Consumerism is one of the main factors affecting how animals are viewed and treated. Because of it, animals are often seen as commodities for use in human society, instead of as living creatures.

**Values:** Values are central organising principles or ideas that govern and determine human behaviour. Values give direction to our thought processes, sentiments, emotional energies, preferences and actions.

**Social change movement:** The social movement is one of the key factors of change in a society. Informal and formal groupings of individuals and organisations tackle specific issues in order to achieve certain goals and make changes. Many of these changes need people to join together and work towards the same goals. Advocacy for animals can also be part of such movements for social change. Many organisations aim to change people's attitudes towards animals and to stop exploitation of animals through a series of organised activities and collective efforts.



## Three Social Change Movement Stages

Every great movement has to experience three stages:

- Ridicule
- Discussion (organisation-building, confrontation)
- Adoption (new parallel institutions or new models develop)

- John Stuart Mill

### But remember...

- Sometimes there could be one step forward and two steps backward.
- Real change comes slowly.

Sometimes when we win something, a new problem is born.

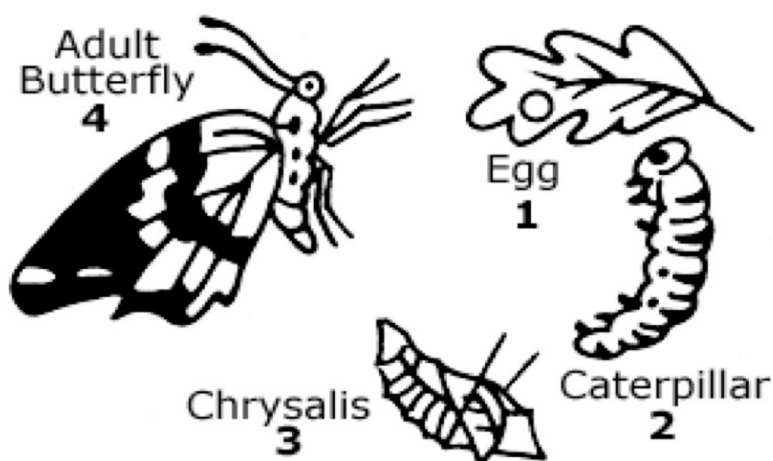
Or the wins we achieved are reversed.

Social change is not uni-directional or linear.

Social change is often difficult to achieve.

## Development of the animal protection movement

The animal protection movement needs time to grow and become mature. Stages of the animal movement vary from country to country. The time factor is often easily overlooked when working for change, so the slow progress of the movement often frustrates animal advocates. The butterfly example below illustrates the different stages of the animal protection movement.



### Early support

- Different ethical foundations affected the movement's development in the west
- Many great social reformers also championed animal justice

### Animal organisations

- The organised movement started early in the 1800s (UK RSPCA in 1824)
- The number and scope of organisations has increased enormously (UK: 1,300+ USA: 17,000+).

*But how many of them are social change agents?*

### The role of animal protection organisations

- Compassionate welfare activities (Service Delivery)
- or
- Social change oriented activities



## Differences between service delivery and social change oriented activities

| Service delivery activities   | Social change oriented activities   |
|---|---|
| Rescue/Fostering/Shelter work   | Campaigning, education, lobbying for legislation, etc.  |
| Visible suffering   | Suffering sometimes behind closed doors - industrialised animal abuse. However, suffering can be visible as well.   |
| Results sometimes also visible; more quantifiable and immediate but may not change structure deeply.<br>Structural change could be slow or almost non-existent. | Results may be more abstract but change fundamental structure of society.<br>Results take much longer.  |
| Direct contact enables the development of a bond and the feeling of being needed - thus making a difference. Enables direct relief for animal                   | No direct contact with animals except when documenting suffering; no direct relief for animals.<br>In fact suffering may be allowed to continue during documentation so it can be "exposed" and the reason for this suffering can be stopped, hopefully at its roots. |

## Viewing the animal protection movement in a larger social context

- Is the animal protection movement only a compassionate welfare activity or should it be part of the process of social change?
- Should we target institutional change or focus on 'immediate' solutions?

Social change is only going to be achieved if underlying injustices towards animals are being integrated and tackled institutionally by society.

## Professionalise animal protection groups and individuals

The following five areas of information and knowledge could help animal protection groups and individuals to reach professional standards while carrying out animal protection work.

- Social Change
- Theories of Animal Movements
- Legislation and Regulation
- Animal Issues
- Running a Professional Society

