Direct Action, Deliberation, and Diffusion

What are the microlevel interactions and conversations that underlie successful and failed diffusion? By comparing the spread of direct action tactics from the 1999 global justice movement protests against the World Trade Organization in Seattle to grassroots activists in Toronto and New York, Lesley J. Wood argues that dynamics of deliberation among local activists both aided and blocked diffusion. To analyze the localization of this cycle of protest, the research brings together rich ethnography, interviews, social network analysis, and catalogs of protest events. The findings suggest that when diverse activists with different perspectives can discuss innovations in a reflexive, egalitarian manner, they are more likely to be able to incorporate locally new tactics.

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Direct Action, Deliberation, and Diffusion

Collective Action after the WTO Protests in Seattle

LESLEY J. WOOD

York University, Ontario
Dedicated to those who struggle for a more just and beautiful world
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5.1. Most Common Influences on Selected Organizations
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