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Lesley J. Wood  
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## 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.

Lesley J. Wood is an associate professor of sociology at York University in Toronto, Canada. She researches how social movements and state responses to those movements are changing in the current globalizing moment. She has published on this question in journals including *Mobilization*, *Qualitative Sociology*, the *Journal of World Systems Research*, and *Upping the Anti*. She has authored or coauthored book chapters on the control and surveillance of protest, summit protests, transnational social movement networks and coalition formation, the World Social Forum, deliberation, and nineteenth-century British social movements. She is the coauthor of the second and third editions of the late Charles Tilly's book, *Social Movements, 1768–2008/2012*. She is a regional editor for the international, peer-reviewed, online journal *Interface*, a journal for and about social movements.

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# Direct Action, Deliberation, and Diffusion

*Collective Action after the WTO  
Protests in Seattle*

LESLEY J. WOOD  
*York University, Ontario*



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*Dedicated to those who struggle for a more just and beautiful world*

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