

# Cambridge Elements

Elements in Applied Social Psychology  
edited by  
Susan Clayton  
*College of Wooster, Ohio*

## THE PSYCHOLOGY OF EFFECTIVE ACTIVISM

Robyn Gulliver  
*The University of Queensland*  
Susilo Wibisono  
*The University of Queensland*  
Kelly S. Fielding  
*The University of Queensland*  
Winnifred R. Louis  
*The University of Queensland*



CAMBRIDGE  
UNIVERSITY PRESS

Cambridge University Press  
978-1-108-97210-9 — The Psychology of Effective Activism  
Robyn Gulliver , Susilo Wibisono , Kelly S. Fielding , Winnifred R. Louis  
Frontmatter  
[More Information](#)

CAMBRIDGE  
UNIVERSITY PRESS

University Printing House, Cambridge CB2 8BS, United Kingdom  
One Liberty Plaza, 20th Floor, New York, NY 10006, USA  
477 Williamstown Road, Port Melbourne, VIC 3207, Australia  
314–321, 3rd Floor, Plot 3, Splendor Forum, Jasola District Centre,  
New Delhi – 110025, India  
103 Penang Road, #05–06/07, Visioncrest Commercial, Singapore 238467

Cambridge University Press is part of the University of Cambridge.

It furthers the University's mission by disseminating knowledge in the pursuit of education, learning, and research at the highest international levels of excellence.

[www.cambridge.org](http://www.cambridge.org)  
Information on this title: [www.cambridge.org/9781108972109](http://www.cambridge.org/9781108972109)  
DOI: 10.1017/9781108975476

© Robyn Gulliver, Susilo Wibisono, Kelly S. Fielding and Winnifred R. Louis 2021

This publication is in copyright. Subject to statutory exception and to the provisions of relevant collective licensing agreements, no reproduction of any part may take place without the written permission of Cambridge University Press.

First published 2021

*A catalogue record for this publication is available from the British Library.*

ISBN 978-1-108-97210-9 Paperback  
ISSN 2631-777X (online)  
ISSN 2631-7761 (print)

Cambridge University Press has no responsibility for the persistence or accuracy of URLs for external or third-party internet websites referred to in this publication and does not guarantee that any content on such websites is, or will remain, accurate or appropriate.

## The Psychology of Effective Activism

Elements in Applied Social Psychology

DOI: 10.1017/9781108975476  
First published online: July 2021

Robyn Gulliver  
*The University of Queensland*

Susilo Wibisono  
*The University of Queensland*

Kelly S. Fielding  
*The University of Queensland*

Winnifred R. Louis  
*The University of Queensland*

**Author for correspondence:** Winnifred Louis, w.louis@psy.uq.edu.au

**Abstract:** This Element reviews the social psychology of effective collective action, highlighting the importance of considering activists' goals, time frames, and psychological perspectives in seeking to conceptualise this construct. A novel framework, 'ABIASCA', maps effectiveness in relation to activists' goals for mobilisation and change (Awareness raising; Building sympathy; turning sympathy into Intentions; turning intentions into Actions; Sustaining groups over time; Coalition-building; and Avoiding opponents' counter-mobilisation). We also review the DIME model of Disidentification, Innovation, Moralisation, and Energisation, which examines the effects of failure in creating trajectories of activists' disidentification from collective action; innovation (including to radicalisation or deradicalisation); and increased moral conviction and energy. The social psychological drivers of effective collective action for four audiences are examined in detail, in four sections: for the self and supporters, for bystanders, for opponents, and for third parties. We conclude by highlighting an agenda for future research and drawing out key messages for scholars.

**Keywords:** collective action, social movements, protest, dissent, political engagement

© Robyn Gulliver, Susilo Wibisono, Kelly S. Fielding  
and Winnifred R. Louis 2021

ISBNs: 9781108972109 (PB), 9781108975476 (OC)  
ISSNs: 2631-777X (online), 2631-7761 (print)

## Contents

1 Introduction	1
2 What Is Effective Collective Action?	5
3 Self and Supporters	14
4 Bystanders	22
5 Opponents	31
6 Third Parties	42
7 Agenda for Future Research	53
References	60