Social movements, Bike Cultures and Bike Activism: understanding and making connections

Professor Peter Cox
Velo-City 2018 Rio de Janeiro
Cycling – many things to many people
Social Movements: Diverse advocacy
Mapping assumptions about change

<table>
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<th>Commonalities:</th>
<th>Differences</th>
<th>Primary variable(s)</th>
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<td>• Concern with cycling</td>
<td>• Organizational structures</td>
<td>• <em>Theories of change</em></td>
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<td>• Desire for change</td>
<td>• Problem diagnosis</td>
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Ideas about change

**Contagion** – change spreads virally

**Education** – sharing knowledge of the problem

**Innovation** – new ideas and/or technologies

**Institutional** – conventional political process

**Protest** – force the crisis

**Prefigurative** – be the change you want to see
Visualizing diversity

- Professional lobbying organisation
- Community Bike Co-op

Contagion
Prefiguration
Education
Innovation
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Taking Action and Making Connections

Sociology “renders flexible again the world hitherto oppressive in its apparent fixity; it shows it as a world which could be different from what it is now” (Bauman 1990 p.16)

“Other worlds are possible” (uniting slogan from World Social Forum)

Many cyclings = many visions

Social theory provides tools to build alliances across divides