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How to Start a Movement: TED Talk Annotated Resource List

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Annotated Resource List

TED Talk Information: Leadership

In the TED talk video I viewed, titled *How to start a movement*, Derek Sivers highlights and analyzes a video that he dissects as the simple process to start a movement. Simply put, you have to reel in one, single person and make them the focus of the movement. The video shows a man dancing, rather unorthodoxically on a beach. In the beginning, no one joins the man and he looks like an outcast. Suddenly, one other man joins him in the raucous dancing. At this point, the man who began the dancing begins to provoke or inspire the second man to keep his dancing up. Sivers explains that the second man is the path to keeping the movement going. As they continue dancing, other beach goers begin to rise and join the dancing. As more and more join, even less sit down to watch the dancing as they would all rather partake. Sivers then explains that by recruiting the next wave of people, the second man inspired the movement by showing that by dancing, he would not be alienated by the crowd. When the group that was dancing grew in larger numbers, it became less popular to relax and more popular to dance with the group. The innate need to be part of the “in-crowd” is what Sivers credits as being the factor that made everyone want to join the man in the dancing. In other words, if one rock falls when it rains, the whole hill of mud slides down.

This tactic can be instantly recognized in many forms, both good and bad. In a good form, the creation of America began, in a sense, from one action. While tensions were high due to British taxes, many early colonial English settlers in America became infuriated with their policies. After years of protesting and rallying supporters for his cause for rebellion, Samuel Adams led a large party of people dressed as Indians, dumped 342 chests of East India Company tea into the Boston Harbor. This led towards heavier British policies, even a blockade: a special sanction on a country in which ships prevent exportation. This certain act of war would lead to the Revolutionary War. On the other hand, there is also an evil example of this tactic of starting a movement in Nazi Germany back in the 1930's-40's. In a period of extreme desperation by the German people as they were near bankruptcy and losing vast wealth due to the sanctions from World War I, they elected Adolf Hitler to the title of Chancellor. Hitler grew a vast amount of support from other Nazi's, then known as the National German Social Workers' Party. This group of nearly 4 million people would aid Hitler in inspiring around half of the eighty million people living in Germany at the time to conform and support the Nazi party in all the acts of heinous debauchery that they would commit, from the invasion of Poland, to the imprisoning and executions of six and a half million people of various descents; a majority of them Jewish because of Hitler deeming them to be the “source of Germany's economic problems”. So in conclusion, this strategy to leading a movement is as simple as inspiring a select few to do your bidding as you attempt to inspire the crowd. Simple enough that anyone can do it, all it takes is the will of a person to desire change.

Annotated Resource List

Internet Sources

Carbone, Nick. "American Movements." Time. Time Inc., 12 Oct. 2011. Web. 11 Sept. 2015.

In this article, you are given a brief breakdown of the Boston Tea Party. The Boston Tea Party was among the greatest influences or movements used in fueling the Revolutionary War. This is vital in knowing how easy it is to believe and inspire a movement out of the population.

"Hitler Comes to Power." *United States Holocaust Memorial Museum*. United States Holocaust Memorial Council, 24 June 2013. Web. 11 Sept. 2015.

This article provides the early rise of Hitler and the Nazi party in 1932. The events that would follow as a result of this movement would change the world for the worse. Although this example of a movement is a good example of how one person can start a movement, is not a good example of using the movement to gain a universal benefit.

Book Examples

Stewart, Charles J. 2012. *Persuasion and Social Movements: Sixth Edition*. Waveland Press

In this edition of the popular series, the personalities of those who enact social movements and the people that follow them are discussed. Persuasion can be a powerful tool if used correctly. It can help you amass a following of people and get them to provide you with various services and perform certain tasks.

Koch, H.W. 2000. *The Hitler Youth*. Cooper Square Press.

In this title, a former youth of Hitler's infamous training program recounts the radicalistic steps Hitler took in terms of amassing a legion of young children to follow his movement. This book provides information as to how Hitler began his movement: starting with early aged children to raise them in his beliefs.

Scholarly Journal Source.

Fuentes, Marta. 1987, "Nine Theses on Social Movement." *Economic and Political Weekly*, Vol. 22, No. 35.

In this excerpt, we are given reasons and explanations to how and why social movements occur. Oddly enough, the TED talk holds many similar concepts with this journal when dealing with the start of a movement through group acquisition.

Reference Source

Snow, David A. 2013. "The Wiley-Blackwell Encyclopedia of Social and Political Movements". Massachusetts Academic Press.

This encyclopedia presents a base knowledge of sociology and how social settings can be changed through verbal and physical interactions. In the case of my TED talk, we can see how easy it is to manipulate others through a crowd or society.