

## **The Power of the Crowd**

### **John Drury**

Task: watch the video and answer the following questions.

1. Explain what John Drury means saying that people get ‘whipped up’ in a crowd.
2. What was the most traditional way in social science to characterise crowd behaviour?
3. Comment on the opposition ‘madness of the crowd’ and ‘power of the crowd’. Are they principally different?
4. Can you agree that crowds are mostly associated with social change and violence is the default behavior of crowds?
5. What case study does he recount as an alternative to the idea of the madness of a crowd?
6. Give examples when crowd behaviour can engender a sense of social support.
7. Comment on the quote: ‘The crowd is precisely the adaptive mechanism that frees human beings from restrictions and allow them to be more than just individuals’.