

I. Civil Rights As Collective Action Problem

A. Collective Action - Disincentives

1. Institutional Impediments
(Jim Crow)

2. Free-Rider Problem

3. Weakest Link - IF

Success requires 100% participation
Anything less is incomplete - causes failure

a. Bus & Store Boycotts

B. Jim Crow - Costs For Both
Black & White Populations

1. Reputation / Costs (The
Bad South)

2. Opportunity Costs - Lost
Investment & Going To Race

3. Block To Self-Image As
Modern, Progressive - The
"New South" - Atlanta, etc.

I. c. Change Must Be Both
Attitudinal and Institutional
& Elimination of Segregation's
Legality (How?)
2. Change of Attitudes - Racial
Tolerance

II. Strategies of Reform (Change)
A. Nationalization - Use of
Supreme Court & Anti Federal Legislation
To Cut the Segregation (like
Brown vs. Board of Education)
1. Benefits - National Coverage
& National Enforcement;
Comprehensive Not Piecemeal
2. Costs - Fickle Public Opinion,
Above all, lack of local commitment
Incentives for evasion (IF
The Issue Is Framed As A Loss
of Social or Local Power
& Evasion Can Defeat Enforcement)

II. B. Local Direct Action
1. Benefits - Immediate
Results; Commitment of
Reputation (Honor & Credibility)
a. illustration - Lunch Counter
2. Costs - Reprisals; Uneven
Coverage (Here But Not There);
Absence of National Allies

C. Mixed Strategies -
King's Strategy - Local
Direct Action That Becomes
Nationally Prominent And
Exemplary

D. The Montgomery Bus
Boycott - Local Churches

E. King And Television -
From Religious Politics To
Political Religion