

Bill Gamson
Research/Areas of Specialization

Areas of Specialization: Political Sociology, Collective Behavior/Social Movements, Mass Communication/Public Opinion

Research: Professor Gamson is interested in the efforts of social movements to change society. His earlier work focused on what kinds of organizational and influence strategies are most likely to succeed under what circumstances. Since coming to Boston College in 1982, he has focused on the role of the mass media in the process of change. He works with a group of graduate and post-doctoral students on the Movements/Media Research and Action Project (MRAP). His most recent book, *Shaping Abortion Discourse* (2002), co-authored with Myra Ferree, Juergen Gerhards, and Dieter Rucht, compares the success of different types of groups in Germany and the United States in influencing abortion discussions in the mass media. It also explores how well abortion coverage in the mass media in each country meets various criteria derived from democratic theories of the public sphere. Professor Gamson is a past President of the American Sociological Association and a fellow of the American Academy of Arts and Sciences.

Current Projects: Professor Gamson is currently a co-director of (MRAP). Its mission is to strengthen progressive social movements working toward social justice and inclusive, participatory democracy: locally, nationally, and globally. It focuses on the interface of movements and media in particular, working with under-represented and misrepresented communities to, identify and challenge barriers to democratic communication, develop proactive strategies and messages, and build ongoing communication capacity.

As part of his MRAP work, he had developed and is currently revising a game simulation of global justice issues. The current version is available online for use in college courses and by global justice organizations in their training and education efforts at:

www.globaljusticegame.mrap.info.