Occupy Wall Street: is it a Moment or a Movement?

Conveyance of Occupy Movement’s Message to the Public

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Introduction

Over the last few months, the organization called “Occupy” has been very active. “Occupy” movement is an international social movement which started in New York City’s Zuccotti Park in September 17, 2011, and was ongoing in over 95 cities across 82 countries and over 600 communities in the United States. We live in a capitalist society and that is inescapable; what I think the occupy movement is protesting is the inequality that has mounted to unprecedented levels in the current ways in which capitalism is manifesting itself in society today.

“Occupy Riverside” is one of them. All the different occupy movements from different cities have different issue but, they all lie under the general idea of “justice” whether it means economically, environmentally, or ethically. These people believe that the current system we are living in, which is brainwashed with capitalist interest, is undermining the rights of the majority, 99%, for the benefit of a privileged minority, the 1%. Most importantly, this broken justice and rights are all biased against certain race, class and gender lines.

The purpose of the research is to collect data through surveys and interviews to find out what the rest of “99%”, other than occupiers, think about the occupy movement and their approach. Since, “Occupy” movement has been one of the major issues which happened recently, I believe it deserves to be researched further and find out what their core values are and what their means of reaching their values are. While spending time and interacting with individuals at Occupy Riverside, Riverside Claremont and Riverside Fullerton, I realized the importance of “effectiveness” when reaching certain goal; the method is most important. When I am trying to prove to other people what is right, if my method is or means to prove is wrong, then the “right” becomes “wrong”. As I have heard this many times in the class, I also strongly believe that my intention is not important at all if the outcome is bad. In other words,
doing the right things is completely different from doing the things right.

Through the interviews with occupiers who are currently active, I would like to find out how they feel about their approach. Also, I will be conducting interview/surveys from the people who are not part of “Occupy” movement in order get the idea of how the movement is perceived by the public; I will be able to achieve this by attending their general assembly/meetings or by attending their movement actions. When I can get enough data to support or describe the movement’s approach or their means of “outreaching”, I am planning to some research to provide some examples from other similar movements or organizations that have successfully achieved their goals then compare what are the differences and similarities that both organizations share.

Method and Methodology

*Critical ethnography is conventional ethnography with a political purpose.*


*We should not choose between critical theory and ethnography. Instead, we see that researchers are cutting new paths to reinscribing critique in ethnography.*


Today, ethnography has become one of the most popular methods of qualitative research which offers in-context insight into the ways people live in the world and way their culture influences their action. There are many kinds of ethnographies such as commercial, anthropological and etc. However, for my research, I am going to be using the method of Critical Ethnography. Critical Ethnography, according to Soyini Madison (Introduction to
Critical Ethnography), is an ethnography which applies critical theory based approach to ethnography; “It focuses on the implicit values expressed within ethnographic studies and, therefore, on the unacknowledged biases that may result from such implicit values” “Critical ethnography becomes the ‘doing’ or the ‘performance’ of critical theory.” Others also call it as a critical theory in practice which seeks to determine symbolic mechanisms to extract ideology from action, and to understand the cognition and behavior of research subjects within historical, cultural and social frameworks. While I was being involved in the “Occupy” movement, I have been interacting and being surrounded by many individuals who is also participating in the movement. Methodology for the study is going to be qualitative primarily by getting involved in the movement personally. I would like to examine the organizations characteristics and personal reflection by occupiers about the participation and understand their approach to public relations and outreach then evaluate the effectiveness of their tactics.

Moreover, I would be doing further research on other successful movements in the past; I will be looking at the movements’ characteristics and variables necessary for successful social movements. Then I am going to be comparing the “Occupy” movement with other successful movements to figure out how they are alike and how they are not. From the comparison, I am hoping to get some basic ideas about what social movement is and how successful social movements look like then examine how “Occupiers” are doing so far.

However, I cannot and should not be solely relying on the past events and theories when evaluating the effectiveness of “Occupy” movement. So I will be using the methods of interviewing, informal conversation, observation, participant observation and social media in order to attain my own data and come up with the theory or findings of on my own. For the interviews, I came up with two different sets of questionnaires. First, I wanted to concentrate on the people who are actually involved in the “Occupy” movement. I already understand and
have some basic idea what the movement is about and what kind of thoughts people might have but, since there are so many individuals consisted in the organizations, I wanted to know specifically about individual thoughts and beliefs. For example, I want to know what individual has suffered from an oppressive system, what has motivated them to join the movement and what they want to change about the system. Furthermore, the most important question that I want to ask them is how or have the “Occupiers” have managed to achieve their goals. And I am certain that many of the “Occupiers” are aware that it is critical to draw public attention in order to achieve their goal; I would like to find out what kind of tactic they are using to draw public’s attention and want to hear individuals’ thoughts on that.

I have been in “Occupy” movement actions since the semester has begun and I was also there when people were occupying the public space to shut down the corporations and interrupt unfairly ran businesses. However, when I was participating in the action occupying and marching on the public spaces, I felt like, without considering the organization’s interest, the movement is causing unfavorable impression to the public. For example, there was one time where the movement took place on a public road. There were about couple hundreds of people marching down the street, blocking the corporates’ truck from getting in to the warehouse. We did not put into consideration that corporates’ trucks were not the only ones using the street, there were people who had to get pass the street to get to work. I wonder how much of inconvenience we have caused other people especially when the action took place during the morning rush hours. Therefore, I want to ask the “Occupiers”, as they are well aware of main tactic that “Occupy” movement is using, if they think that is the best and wisest way to achieve the goal and if the thought that the movement will sometime cause inconvenience for other people, rest of the 99%, every crossed their minds.

Similarly, for interviewees who are not involved with “Occupy” movement, I would
like to ask them the same questions. As being a public, who are aware of the movement, how do they think about the organization? Also, I would like to ask them if they believe the goal of the “Occupy” movement are effectively communicated to the public and if they would have any comment or recommendation for “Occupiers”.

I will not say that I will have the full story of “Occupy” movement or ultimate truth behind my research but, as being part of the organization and also watching the movement from the perspective of public. Even if what I am describing is only my part of the story, my ultimate goal of the research is not to come up with the best alternative or effective way for “Occupy” movement to achieve their goal but to aware them that it is possible for “Occupiers” to unintentionally cause inconvenience to rest of the 99% and might give impression to the public and will not be able to communicate effectively with them.

**Background: Social Movement and its success**

What is social movement? According to scholars, in general, social movements share some similar characteristics of being “involved in conflictual relations with clearly identified opponents; are linked by dense informal networks; [and they] share a distinct collective identity”. However, recently in Korea, demonstrations for young college students are rather being another exciting event. There is no chanting of the slogans and firebombs like old eras are unimaginable; their gene is refusing to be in a solemn atmosphere. They are so good switching the heavy topics into pleasant matters and it happens so naturally; this overhauling the protesting culture of Korea.

Last year, the “Occupy” movement that struck the Wall Street in New York, when it landed in Korea, converted into “Occupying game” by the youths. Last winter, these students have occupied Yeouido, Korea, for 83 days, dancing and singing in a frigid weather rather than tasting the bitterness of the painful reality caused by tuition and unemployment crisis. I
felt so sorry and embarrassed about my country reading the article. But at the same time it made me think of my experience with “Occupy” movement in Riverside. When it comes to movements with youths, lack of seriousness or formality becomes the problem without distinction of nationalities.

Here, I would like to discuss about how some downsides of the movement seen by people or see the movement differently. I remember once watching news and there was a partly talking about the “Occupy Wall street”. According to the news, initially, there was some sympathy toward the Occupy Wall Street protesters, who thought the federal government should take action against the financial institutions that cheat. In the face of the terrible recession that message is a powerful one and so the Occupy Wall Street movement got some traction. However, the more we saw and heard, more fair amount of American came to believe, Occupy protesters were not interested in legitimate issue so much, many of them simply want to blow up the economic system. In addition, some of their behaviors was and is reprehensible. For example, there were hyper dermic needles taken out of the New York City cite then, they mentioned that they believe that they have not seen any needles at the Tea Party protesters. While, the left-wing media is still trying to portray the Occupiers as the liberal equivalent to the Tea Party, the anchor brings up the question, “Would you prefer that your daughter demonstrate with the Tea Party or with the Occupiers? You make the call.” Also, it was showing some statistic that was pulled from “Wall Street Journal Poll” which was taken in Nov, 2011. To a question asking, “Do you consider yourself a supporter of the Occupy Movement?”, 63% said “No” while only 28% answered “Yes”. With these data, they were arguing that the whole thing presents a big political problem for President Obama and some Democrats. Also, when the officials in some cities got on a conference call to discuss how to deal with the occupiers, some of the Occupy protesters are well intentioned folks who
believe the financial system is no longer fair. While the anchor said that can be a legitimate
debate, he added that they have been overrun by thugs, anarchists and the crazies who
intimidate; if you are a violent person, people usually back off. Then, he finished the session
by saying that Occupy Wall Street is finished as a legitimate political force in this country
which is a good thing.

I want to believe that if a movement has started with such a great ambition I would
rather want it to be successful and long-lasting than just being a boom for couple months. So
I figured, “Occupy” movements deserve to be further researched. The intent of this research
is to provide some examples that are offered by many scholars on how successful social
movements look like and what kind of habits or characteristics do they share in common.
Moreover, I want to know how these scholars think of “Occupy” movement and its future.

There have been many social movements throughout history that have dramatically
changed the societies in which they occurred while there have been many failed ones as well.
According to Herber Blumer, who was one of the earliest scholars to study social movement
processes, there are four stages of social movements’ lifecycle: “social ferment,” “popular
excitement,” “formalization,” and “institutionalization”. And later, other scholars have
refined and renamed these stages while keeping the underlying these same and today, the four
social movement stages are known as: “Emergence,” “Coalescence,” “Bureaucratization,”
and “Decline”.

First, a social movement starts by individuals who shares similar feelings of
discontent but without clearly defined strategy for achieving goals and little organizations.
Then, it goes to the next stage of “Coalescence”, where these people in a community comes
to clearer sense of unease and of who or what is responsible. At this stage, “unrest is no
longer covert, endemic, and esoteric; it becomes overt, epidemic, and exoteric. Discontent is
no longer uncoordinated and individual; it tends to become focalized and collective”. Then, the strategy is carried out by more formal and trained staff where they become successful in that they have raised awareness to a degree that a coordinated strategy is necessary in order to run the day-to-day operations of the organization and to carry out movement goals. At this point, it becomes difficult for the organization to bureaucratize then end up lame because it is hard for the members in the organization to continue having emotional excitement necessary and mobilization can become too demanding. Then, social movements may become fragile to fall into the last stage of “Decline” where it usually marks the end of mass mobilization.

I believe that “Occupy” movement is undergoing the phase between “bureaucratization” and “Decline”. John Cioffi, associate professor of political science and an expert on legal and regulatory reform, mentioned that “there is no guarantee that a social movement will succeed in becoming a real political or economic force”, where “movements like the one we are seeing today usually arise two to three years after the beginning of a severe political economic crisis, as people realize that the situation is ‘the new normal’ and overcome their initial disorientation”. Additionally, “Occupy” movement has not specific or concrete political or policy demands and the organization is a leaderless, non-hierarchical organization. In other words, the movements might seem to have weak and unclear institutional structures and leadership. In this case, “participants in a social movement usually lack policy expertise, and as a group they have an array of potentially conflicting interest, priorities, and targets of protest.”

Then the question is, “is Occupy Movement successful movement or not?” My biggest concern about “Occupy” is that if it will sustain its affect or will it be just a moment. As Charles Tilley has identified in his book, the three components that are widely accepted as the core elements of a social movements, Occupy movement is known to merit mixed success.
The three cores that he describes are: 1. Sustained, organized public effort making collective claims on target audiences, 2. Employing various combinations of political actions including special purpose associations and coalitions, public meetings, processions, vigils, rallies, demonstrations, petition drives public statements through the media, and pamphleteering; and 3. Participants’ concerted public representations for themselves or constituents of their worthiness, unity, numbers and commitment. Occupy movements is known to be highly unusual in their self-organization. For example, they do not have leaders and they are often criticized for not having specific demands. However, some experts also give credits to the movement for being organized as far as things like the provision of food, having various committees, etc. Furthermore, they also argue that not having a specific goal of the movement is not a weakness. Rather, they argue that it makes the movement easier to sustain and able to potential to all things to all people.

Like Occupy movement being one of them, United States has gone over fair share of social movements where in Western European Democracies have those groups even translated directly into political parties. However, I do not believe that social movement group actually turning into a political party does not influence its success. Rather, these methods of Occupy movement proves that the people of such a unique form of democracy can band together to voice their collective opinion and stimulate great change in a variety of peaceful way.

**Interviews**

**Interviewee #1**

“Things are not right. There are people without homes, food, water, warmth, and love in every city in the country (and all around the world!). There are ‘privileged’ people who think caring for money is more important and more natural than caring for people. Our government is run by corporations and the general public is ASLEEP. Those who suffer do Not need to suffer. They suffer so that the elite may live fancy lifestyles and maintain power. We do Not need our government as it is. It is plagued with corruption. I joined because I
believe in the power of communities to take care of themselves."

She is a 20 year old European Descent, originally from Santa Cruz, California, who goes to Pitzer College and is actively participating in Occupy Claremont and Occupy Club in Pitzer College. The main reason that motivated her into the movement was the extent of damage that has been caused by the present condition of the nation in terms of economic justice.

Interviewee #2

She is a 22 years old Mexican who is originally from East LA and currently working as a freelance content writer; I met her through my supervisor and Occupy Riverside activities. Initially, when she joined Occupy movement, it was because of student loans and the every growing tuition rates that are treating the education of millions like a commodity instead of a human right.

Interviewee #3

"The final reason for my interest was that it was attracting so many new and formerly depoliticized people!"

He is a 30 years old community organizer who is from Ontario, California and calls himself white Chicano. I met him many times through “Occupy Riverside” movement activities. He said he was, “excited to join a movement that was focused on the rulers of Wall Street, on the 1%, on the people who have the concentrated wealth and power rather than on the government who are their tools and servants like most of our movements (peace movement, etc.) have been since the fading of the “Altermundista” movement.” Also, he mentioned that the movement being a leaderless and using a consensus-based decision-making process interested him to join the movement.
Interviewee #4

“There is no question that the phony “financial crisis” of 2008 directly precipitated Occupy. The very same “austerity” playbook that many of us recognized from the IMF’s treatment of South America during the 90s was coming home to roost. It is patently absurd that the citizens of the richest country in the world should face continued hardships from hunger, lack of health care, inadequate housing, and/or unemployment.”

I met my 4th Interviewee couple of times during the Occupy Riverside assembly/meetings. He is a 29 years old who said his occupation is “occupation”. He said that he is born with anti-capitalist, pro-democracy, pro-human being values long before Occupy and that Occupy movement just gave him an opportunity to express and actualize those values with other people who have similar concerns. Also, he added that he was glad that Occupy has confirmed to the world that there are others who want to do something about it.

Interviewee #5

“Occupy Wall Street gets at the heart of our nation’s problem, corporates take-over of government”

My 5th interviewee, I met her couple of times when I attended meetings. She is a 36 years old white who is originally from Sequim, Washing and currently working as a college instructor. Like many others, she said that she got interested in joining the movement for the sake of our nation’s economic system.

Data Analysis and Implication

What is the main goal of “Occupy Riverside” movement?

From all the interviewees, when I asked the question, I saw similar trends from their answers.

“This is a little more difficult”
"There is not one ‘main’ goal”

"If I have to choose one..."

Their answers all started similarly or giving similar nuance. It is well-known fact that the Occupy movement has been noted or criticized for the absence of any concrete demands or proposals. In the study done by David J. Bailey, "#Occupy: Strategic Dilemmas, Lessons Learned?" the author mentions about the “Uncut” movement that has happened in United Kingdom, which he proposes that has gained more traction. Comparing both movements, "Uncut" movement has adopted different methodology: “setting out both opposition to austerity measures and highlighting the alternative option of funding public spending through a firmer enforcement of corporate taxation (particularly focusing on high-profile cases of unpunenized tax avoidance)”. Indeed, United Kingdom’s “Uncut” movement’s strategy has earned its merit through its ability to both enable activists to refute any change of utopic ideological purity and to avoid the potential for co-optation by making demands that are unlikely to be met.

On the other hand, Occupy movement, while opposing strongly against the austerity measures, has never showed specific demands or alternative option from the corporates or the government; they have been getting obstinate and insisted on sending messages to the public (rest of 99%) and to 1% by occupying public spaces in order to shut down the corporates. In other words, Occupy movement is not having a central message that they are trying to tell the public. There is a broad point of the movement which has to do with the economic inequality in society- the accumulation of wealth among a few, to the detriment of the many. However, according to the scholars, central message can get easily lost when there are other competing
messages being claimed: “Nationalize the banks”, “Free Palestine”, “9/11/ Truth Now” etc.

Then, what does it lead to? As the movement lack of an overarching message, is also gets distracted by the lack of a tangible point. While there were some cases where demands were presented through their activities and signs full of slogans, there were too many of them and the requests were scattered that it could not possibly be dealt with by a single entity.

“Occupy”, is the best and wisest way to achieve the goal?

As many people who know about the movement, the main tactic that “Occupy” uses is shutting down the corporations or obstructing the activity of the “1%” by occupying the public spaces. So, I asked the occupiers, “do you believe is the best and wisest way to achieve the goal?” and “have you ever thought about occupying might cause inconvenience for other people if the movement just occupies the whole public place that people use every day?”. I knew and was worried that it might be a sensitive matter to ask but I was curious and thought that it was important to find out if the occupiers had some thoughts on the issue.

“The common is worth fighting for. Without the commons, what do we have? Public property is myth for everyone except the 1%”

Seemed to me that most of the current activists think that occupying the public spaces and obstructing the activity of the corporations is the great way to get the attention of the “1%” because it happens right in everyone’s faces and it shows the power that people do have because physical bodies can literally prevent the flow of capitalism and capitalist transaction. Moreover, they believe it is the best and only way at times to achieve the goal. That is because, the only one things that has power in this country is money and if we can control the flow of that or at least harm that by shutting down the corporations or obstructing the activity of the “1%” even just for a day, they feel it. And that was made apparent when the riot cops show up with guns and tear gases to mow down protesters whose only defense is
their words.

So, do Occupy activists care about public’s inconvenience or are they aware of it? Apparently, it was.

“Of course, some actions cause inconvenience for other everyday people. For example, when we protest at banks, they often shut down because they are afraid of us (for no good reason of course) and as a consequence, their customers can’t use them. This is an inconvenience no doubt. However, hopefully this inconvenience will encourage those customers to do their banking at institutions that cause less social consternation.”

“That is the real issue we are battling with right now, perception. If one was to walk down the street and Macy’s was giving away free shirts it wouldn’t be considered an inconvenience but if protesters do it, it is. Why is that? Well one because the mainstream media has portrayed it as just a giant inconvenience (it is but only for the 1%) and second it again about perception if you understand that this has a purpose this isn’t just ‘oh no the ATM is out of order’ that this will and is benefiting you in the long run then how can it be called an inconvenience.”

When I was hearing the answers from Occupy activists, I felt like they were well-versed people and I am a person who is missing something or not understanding the point. One of the problem I have face conducting this research was having understanding and thoughts on the movement seemed to run counter to each other too much. Most of the interviewees’ answer was giving a shade of meaning that they strongly disagree with the idea that the movement is causing any inconvenience; even if it did, they were saying that inconveniences or convenience is not their priority over justice.

As I have read from one of the website blog saying that the tone was somewhat critical of Occupy movement. While, it also included the idea that the movement did not have a set goal and just seemed to be protesting for the sake of protesting, it stated that the movement seems too “hippie” for most of America. For example, the writer said, “I cringe when I read the ‘About Us’ section of its unofficial website, which uses words like ‘people’s assembly.’ There is a very negative connotation that most of America holds when it hears a phrase like that.” This I agree with the writer but maybe using the word, “hippie”, to describe
the Occupiers was too harsh. But in a sense of getting into an agreement or consent from the public, according to the data or answers I have gained from public, maybe the tactics of the movement will eventually alienate the typical swing voter while most American would agree with the aims of Occupy movements.

Publics: do or should we care?

Other than people from Occupy Movement, I got chances to talk with people who are outside of the movement, representing the perspective of the public or rest of the 99%. Basically, I had a survey/questionnaire asking: where they have heard about “Occupy” movement, how well do they know about it, and if they have ever witnessed or participated in one of their action etc. Then, among the people who said they have witnessed one of their actions, I decided to do short interview with them to talk more deeply about their thoughts on “Occupy” movement.

Most of the people were hearing about the movement from news, television, friend’s discussion, seemed to me that “Occupy” movement has succeeded at least in one thing, public awareness. However, it was hard to hear a positive response when I asked the question, “What are your thoughts on the organization and their goal?”

“It will never succeed because of lack of organization and common goal”

“I think their action weren’t really effective, because they didn’t have defined goals at all. I feel that they were just protesting because they want higher pay or better jobs. I understand that they feel unfair that the rich get richer and the poor get poorer during bad times, but by just protesting won’t do any good if they can’t come up with a clear defined goal.”

“I think it is a good thing that people are standing up for what they believe in, but to me I would never personally participate in the protest. I think it is just a waste of time. I am not sure about what their goals are specifically or what their demands are, but what I do know is that they are protesting the corruption of the banks and the bailouts and the government. I think it is good to raise awareness, but I am more of a person who believes I should work hard constantly instead of complaining about not having a job and spending hours doing nothing but on the side of a street protesting.”

I was really happy and felt blessed about people who were kind enough to spend time
answering my question passionately. However, I felt sore in the back of my mind, only
hearing so negative reaction to the movement. On the bright side, there was one more thing
that most of the interviewees agreed upon, that the movement has definitely has raised
awareness of the public. For example, according to one of the interviewees, while they did a
horrible job of communicating the goals to the public because it was even hard for
him/herself to know their goals unless he/she spend time looking it up on the internet, they
have so many protestors and followers. Also, the interviewees praised the movement about
using the social networking and social media as means of communication inside the
movement such as Facebook, Twitter, etc. to coordinate events since social networking is
very powerful nowadays and can gather a lot of people together easily.

According to a new national survey from Public Policy Polling (D), public opinion
has been moving rather very quickly against the Occupy movement. Towards the question,
“Do you support or oppose the goals of the Occupy Wall Street Movement?”, 45% answered
‘opposed’ while only 33% said they ‘support’.

“I don’t think the bad poll numbers for Occupy Wall Street reflect Americans being
unconcerned with wealth inequality. Polling we did in some key swing states earlier this year
found overwhelming support for raising taxes on people who make over $150,000 a year. In
late September we found that 73% of voters supported the ‘Buffett rule’ with only 16%
opposed. And in October we found that Senators resistant to raising taxes on those who make
more than a million dollars a year could pay a price at the polls. I don’t think any of that has
changed- what the downturn in Occupy Wall Street’s image suggests is that voters are seeing
the movement as more about the ‘Occupy’ than the ‘Wall Street.’ The controversy over the
protests is starting to drown out the actual message.”

Shown above is an analysis done by the pollster who is saying that public’s opinion
is now turning against the Occupy Movement not because they are not concerned with wealth
inequality but, they now see the movement basically as ‘occupying’ public spaces rather than
trying to achieve anything.

Conclusion
“To quote the immortal political philosopher Matt Damon from Rounders, "The key to No Limit poker is to put a man to a decision for all his chips." The only reason the Lloyd Blankfeins and Jamie Dimons of the world survive is that they're never forced, by the media or anyone else, to put all their cards on the table. If Occupy Wall Street can do that – if it can speak to the millions of people the banks have driven into foreclosure and joblessness – it has a chance to build a massive grassroots movement. All it has to do is light a match in the right place, and the overwhelming public support for real reform – not later, but right now – will be there in an instant."

I still remember the first day I got involved with Occupy Riverside. I was there to meet my supervisor for site for the first time and they were holding training session for occupiers. I still can remember how I was so awkward being there; I did not understand why people were making a fire and pitching a tent on the backyard. In other words, I did not know or heard anything about the movement. Now that I have become part of it as a person who are not hosting an event, inviting people and being one of the people who are taking lead of the group in the marches or rallies, I have become more and more critical and concerned about the movement’s success and effectiveness.

For example, about the demonstration that is insisting free education for all people, instead of seeing the issue in a black and white as administration and ruling party officials not understanding the difficulties that prospective and attending college students, people should try to understand why the government policy is not being able to put it into action immediately. Before asking to bring down the tuition or to make it a free education, I believe it is more effective way to go toward demonstrating and arguing with more grounds and basis through examining and searching one by one carefully what are the possible enforcements that government policies can implement in order to ease the burden of finding employment for people and getting proper education for students.

Furthermore, instead of holding a rally, asking for corporates give up and contribute in order to free up more resources for people, it is possible to ask, without considering any personal interest, political and social orientation or position, impose higher tax for people
who make more than a specific sum of money annually. Also, policy implications other than taxing, which can solve the equity problem, would be a better solution to narrow the gap between the rich and the poor and to secure finances for social welfare. Rather than only looking at the side of corporates’ distributing and giving away to the public, it is more ethically desirable to put little more importance on liquidity of tax policy.

Of course, I am not arguing that simply collecting more taxes from the rich will be solving the nation’s financial question and quenching the thirst of “Occupiers”. But, I believe “Occupy” movement is still young therefore, there are a lot of possibility and hope in the movement to adopt and attempt to change in order to take control of the movement for their own agendas. It is logical and natural conclusion that the movement is currently having hard time getting consent or concurrence from most of the public; how can we expect others to follow when we do not have a specific goal to reach.

Taking the interviewees’ comments and thoughts into consideration, I have come up with some suggestions that “Occupy” movement can implement and might be able to communicate more effectively with the public and share the same interests. First, bringing in broader layers of working people is crucially important because without it the movement is not strong enough to achieve anything of substance; it is impossible to shut down the corporations with only 1,000 people. Many occupy activists see themselves and their action, shutting down the corporation, as part of very meaningful struggle, but the broader 99% do not seem to understand this struggle, or at least do not connect this struggle of Occupy movement to their own personal situation. In other words, only the movement activists seemed to know the importance message of “Occupy” movement while, actual blue collar working class people cannot connect with or seemed to benefit from the struggle. Therefore, the action cannot be a blueprint for future of the organization.
After all, I feel like the overall nuance of the research seemed to critical and negative towards the movement but no matter what, I count myself in as a 99% and support the Occupy Movement. As much as I am concerned and care about the movement, I am hoping the movement to be more effective in terms of communicating with the public and sending out the message. The main idea of Occupy Movement seem to be deeply connected to American idea of fairness, but the communication of the goals to the general public does not seem as strong as it could be. It seems that people are unsure of the ultimate goal of the group(s). Even if the groups themselves have solidified their goals, two problems remain. The first is communicating the clear goals to the public, who are potential supporters. The second is a challenge within that, and that is overcoming existing conception that the public has about what the group is about, based on initial understandings formed at the beginning of the occupy movements. The organization itself seems to be taking shape with the core members over time. In order to stay strong organizationally, the group needs to solve problems related to the goals, so that the group can maintain its vision, long-term commitment and its success.
References:


