10. Conclusions

The development of a society and its environment requires the reconsideration of theoretical instruments of SM's studies. The causes of such reconsideration are as following: the processes of globalization, the development of network society including that of the SMs, and the ongoing 'turbulent times' including a radical transformation of the existing social order, on the one hand, and mass emergences and disasters, on the other. In any cases, the development of a sociological thought in the study of SMs should follow the twists and oscillations of a context.

To begin with, the 'classical' notion of political opportunity structure (POS) should be reconsidered. The POS is not only defined by the opportunities of a SM, but it is conditioned by its activity. One should distinguish between the POS and SOS as well.

Then, any SM is a multi-sided phenomenon, it is of a 'hybrid nature', and therefore, should be analysed from various angles or viewpoints. At the same time, a SM is a context-depended phenomenon, thus the subject matter of a sociological research of SMs is their interdependent evolution. The impact of the environment on a SM should be analysed in the following aspects: (1) the role of the given environment in the formation of social capital of a particular SM; (2) a dependence of SM's aims, strategy, tactics and action repertoire on the degree of how risky this particular environment is, and what kind of risks should be taken into account in the first place; (3) one should keep in mind that the flow of energy of decay is potentially capable to destroy any SM; (4) in recent times any social agent lives and acts in a network environment which creates a public sphere independent from the media governed by the state (as in Russia) or by Big Business (as in the West); (5) the impact of non-social facts on the strategy and tactics of a SM means that these facts requires a social interpretation. This interpretation could be implemented by the SMs leaders themselves, by specially trained professionals or in the process of 'brain-storming'.

In our individualized and consumer-oriented society a SM's researcher should pay more attention to the interplay between macro- and micro-processes which has a great impact on an individual's choice of form of participation, on his preparedness to share his social capital with other activists, etc. Anyhow, the dialectic of individuality and collectivity should be investigated in a more detail. In Russia, after two decades of forced individualization we observe a reverse process conditioned by the understanding that any progress in individual life and well-being could be achieved only by collective efforts.

Finally, it seems to me that unstable (turbulent) social structures are more and more often shifted into critical situations, and the margin between SM's studies and studies of mass emergency processes, be it local wars, frozen conflicts or disasters, should therefore be overcome.

As to the role of sociologists, I am convinced that the researcher of the SMs have to be not only a distant observer but an insider and a participative researcher as well. It coincided with the stand of left-oriented sociologists: 'We need to step beyond our internal dialogues and debates, and turn outwards, not as servants of power but as public sociologists, interlocutors with diverse publics…' (Burawoy 2008: 355). As D. Smith added, '*public sociologists* who engage with groups that have experienced social degradation or other aspects of humiliation should bring with them (and later add to) the knowledge we are developing about the dynamics of humiliation. The only way to develop this knowledge further is by applying the whole range of comparative, historical, micro and macro approaches available to *professional sociologists*' (Smith 2008: 378). When professional sociologists have become public sociologists they would be capable to comprehend the 'turbulent world' much better.

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