The animal rights movement, sometimes called the animal liberation, animal personhood, or animal advocacy movement, is a social movement which seeks an end to the rigid moral and legal distinction drawn between human and non-human animals, an end to the status of animals as property, and an end to their use in the research, food, clothing, and entertainment industries. Every Sparrow That Falls: Understanding Animal Rights Activism as Functional Religion. November 2000 · Society and Animals. Wesley V. Jamison. Caspar Wenk. James V. Parker. This article reports original research conducted among animal rights activists and elites in Switzerland and the United States, and the finding that activism functioned in activists’ and elites’ lives like religious belief. The study used reference sampling to select Swiss and American informants. Various articles and activists have identified both latent and manifest quasi-religious components [Show full abst