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| **Minority influence** |
| Consistency |
| Flexibility |
| Commitment |
| **Evaluation** |
| Research support for consistency-MoscoviciResearch support for flexibility-Nemeth | General evaluation Artificial tasksA limitation of minority influence is that the tasks involved are artificial and so far removed from how minorities attempt to change the behaviour of majorities in real life. In cases such as jury decision making and political campaigning, the outcomes are vastly more important, sometimes even literally a matter of life or death. So findings are lacking in external validity. Limited real world applicationsReal life social influence situations are much more complicated than this. There is much more involved in the difference between a minority and majority than just numbers for example majorities usually have a lot more power and status than minorities. Minorities are very committed to their causes-they have to be because they often face very hostile opposition. On the other hand, they can be tight knit groups whose members know each other very well and frequently turn to each other for support. |