**Minority Influence and Social Change Tracking Test**

1. Identify the 3 characteristics named on the spec that are likely to make a minority successful. (6 marks)
2. In Moscovici’s blue/green experiment, how many confederates were there, and how many participants? (2 marks)
3. What percentage of time were the participants in Moscovici’s study influence by the consistent minority, and what percentage of time were they influenced by the inconsistent minority?

(2 marks)

1. What trait did Nemeth demonstrate was important in order for a minority to be influential?

(1 mark)

1. According to Moscovici, how does minority influence differ from majority influence (conformity)? (2 marks)
2. What is is called when someone takes on the views of the minority, but disassociate themselves from that group? (1 mark)
3. Give one example from real life of your answer to question 6 (1 mark)
4. Fill in the gaps from the following text (5 marks)

The more the \_\_\_\_\_\_\_\_\_\_\_ group grows, the more influential it becomes. Social influence accelerates (this happens when something ‘goes viral’ on social media). Once a few members of the \_\_\_\_\_\_\_\_\_\_\_\_ start to move towards the minority, then other people from the majority start to pay \_\_\_\_\_\_\_\_\_\_\_\_ and the movement gathers \_\_\_\_\_\_\_\_\_\_\_\_\_, until it becomes the \_\_\_\_\_\_\_\_\_\_\_ view

1. What theory of minority influence is the text in question 8 describing? (1mark)
2. Give three changes that took place in our society, relating to laws/attitudes to any particular behaviour, that demonstrates what is being described in question 8 (3 marks)

**Score: \_\_\_\_\_/24**

Answers

1. Identify the six characteristics that are likely to make a minority successful. (6 marks)

* Consistency – the minority will only be influential if they stick to their view over a period of time.
* Flexibility – There has to be a degree of flexibility, not rigidly sticking to the point in light of contradictory information
* Commitment-the minority has to show that they are fully committed to the cause they are supporting often by showing personal sacrifice such as time and money.

1. In Moscovici’s blue/green experiment, how many confederates were there, and how many participants? (2 marks)

2 confederates, 4 participants

1. What percentage of time were the participants in Moscovici’s study influence by the consistent minority, and what percentage of time were they influenced by the inconsistent minority?

(2 marks)

8.42% (consistent) 1.25% (inconsistent)

1. What trait did Nemeth demonstrate was important in order for a minority to be influential?

(1 mark)

Flexibility

1. According to Moscovici, how does minority influence differ from majority influence (conformity)? (2 marks)

Minority influence results in a permanent change through internalisation, whereas majority influence results in a temporary change through compliance

1. What is is called when someone takes on the views of the minority, but disassociate themselves from that group? (1 mark)

Social cryptoamnesia

1. Give one example from real life of your answer to question 6 (1 mark)

Women’s rights decoupled from the feminist movement, animal rights decoupled from the animal liberation front etc…

1. Fill in the gaps from the following text (5 marks)

The more the minority group grows, the more influential it becomes. Social influence accelerates (this happens when something ‘goes viral’ on social media). Once a few members of the majority start to move towards the minority, then other people from the majority start to pay attention and the movement gathers momentum, until it becomes the majority view

1. What theory of minority influence is the text in question 8 describing? (1mark)

The snowball effect

1. Give three changes that took place in our society, relating to laws/attitudes to any particular behaviour, that demonstrates what is being described in question 8 (3 marks)

Possible content:

**Women’s rights:**

Women given the vote

Equal pay act

Anti-discrimination laws

Outlaw of rape within marriage

**Gay rights**

Decriminalised in 1967

Introduction of equality laws

The introduction of pride celebrations

Introduction of civil partnerships

Gay marriage

Greater representations of gay people in the media