- Subjective group dynamics – deviance from group norms among in-group members provokes disapproval.
- Majority and minority influence – majorities induce compliance, minorities work towards conversion.
- Preconditions for minority influence – unity, investment and consistency.

**Part 3: predicting environmental behaviour**
- Profiling environmentalists – more general environmental concern among females, higher socioeconomic status = recycle more, create more waste, over-report own recycling.
- Psychological predictors – attitudes and perceived control, personal and social norms, responsibility, self-identity and moral disengagement.
- Predicting sustainability – predictors may differ depending on the behaviour in question:
  2. Transport – norms, control and identity.

**Conclusions**
- Not enough to “raise awareness”.
- Promoting extrinsic and intrinsic motivation.
- Appealing to social psychology concepts – norms and identity, responsibility and control and prompts.

**How do migrants and natives adjust to each other?**

**Overview**
- Theories of acculturation and illustrative evidence from empirical studies.
- Some particularities and paradoxes of immigration contexts.
- Ways to manage diversity today.

**Part 1: understanding acculturation**
- Acculturation – psychological and/or socio-cultural change as a consequence of inter-cultural contact, not limited to one particular group.
- Culture frame – maintaining heritage culture or adopting new culture.
- Contact frame – seeking contact within or between groups.
- Identity frame – identifying with one or several cultures.
- Behavioural acculturation – measures of language use, identity, interaction and cultural/ethnic behaviour.
- Acculturation attitudes desire to maintain culture and for intergroup contact.
- Potential of qualitative and ethnographic methods to extend and reconcile existing perspectives.

**Part 2: migration experiences**
- Educational migrants – arguably the most privileged migrant groups, habits adapt but identity persists.
- Essentialism – tendency to see groups as natural, immutable and uniform.
- Consequences of intergroup relations – over-generalisation, stereotyping, pessimism about cultural compatibility and potential for change.
- Zagefka et al. (2013) – essentialist beliefs create an impossible demand on migrants and minorities.

**Part 3: has multi-culturalism failed?**
- Multiculturalism gets political blame for tough times.
- Support for multiculturalism threatened by perceived acculturation attitudes and perceived threat to culture.

**Conclusions**
- Acculturation is a many-sided but asymmetrical process.