

for minority influence. However findings correlational and cannot establish cause and effect between one behavioural trait (consistency) and level of influence. May be unknown factors affect influence which are unaccounted for, decreasing the research internal validity.

Social change:

Moscovici **conversion** theory explains how social change occurs through minority influence. Firstly minority group draw **attention** to particular issue they wish to address to gain public attention. The majority group don't like conflict and issue differs from own, the majority would look at issue to decide own opinion due to the **cognitive conflict** it creates. If group bringing the issue is seen credible, likely to create deeper conflict and majority forced to examine the minorities argument in greater detail which lead to move towards minority position publicly or privately for some.

When minority consistent within arguments for change, more likely to be influential than group changing stance on issues. Eg: **suffragettes**: used various tactics to draw attention to issue of only men having voting rights. Over time, consistent message adopted, highlighting how minority bring about social change. Another explanation: **Augmentation principle**: if group put themselves forward at risk to themselves, likely gain greater support. People seen to be willing to "suffer" for cause are seen more influential. Eg: **MLK** put himself forward for his causes at great personal risk which lead to greater recognition from majority and effecting social change for equal rights for ethnic groups. As more people shift to minority, easier for others to as pressure to conform is less. **Snowball effect**: Minority opinion becomes widely adopted leading to tipping point where leads to **wide-scale** social changes. **Social cryptomnesia**: Laws made by influences and original idea of minority influence can't be recalled.

Evaluation:

- **Moscovici** support: **consistency** in minority influence. Lab study involving females. Group asked to identify color presented which was always blue but varying shades. However two members (confederates) always answered incorrectly either all the time/ most of the time to measure impact consistency has on majority. Results: when the confederates **consistent** in responses (lives were green) **8%** of the majority agreed. When confederates gave **inconsistent** answers varying from blue and green influence = **1.25%**. Supports consistency as important element for social influence to occur from minority groups to promote social change. However, the sample may be alpha bias. This is because only females participated and are stated to be more conformist than men. Therefore, if it was replicated with men, it would show no sense of conformity to minority lacking PV and EV as both genders interact daily.
- Ignores cultural differences: Collectivist cultures such as Asia and Africa are more likely to conform than Western, individualistic societies. As the world becomes a wealthier place it is likely that the number of individualistic societies will increase. As a result we would expect to see a decline in world-wide conformity. However, this does not seem to be in accordance with **Twenge's** findings that in the USA (a most individualistic society), external locus of control is on the increase. External LOC is associated with greater conformity. Therefore, although this explanation doesn't specifically state the differences between cultures, there's evidence which supports how social change is universal and able to generalise to other cultures.