1.5 Minority Influence: Consistency, Commitment and Flexibility: 10-minute Pack

AQA 7182 · about 10 minutes

Total Marks

Name: _____ Date: ____ / ____ / _____

Answer all questions. Write full sentences for extended responses and the final 16-mark essay. Time guidance: 10 minutes total.

1 Define flexibility and name associated researcher.

(Total for Question 1 is 2 marks)

2 Evaluate two methodological limitations of Moscovici's study.

(Total for Question 2 is 4 marks)

3 Define commitment and the augmentation principle.

(Total for Question 3 is 2 marks)

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Mark scheme · 1.5 Minority Influence: Consistency, Commitment and Flexibility: 10-minute Pack

Question 1

flexibility: minority willingness to adapt, compromise and negotiate rather than being rigidly uncompromising oe	**B1**
credits Nemeth as the researcher arguing flexibility increases persuasiveness of a minority oe	**B1**

Answer: Flexibility is the minority's willingness to adapt and negotiate rather than being rigid; Nemeth is identified with arguing that flexibility enhances minority persuasiveness.

Question 2

identifies a methodological limitation, e.g. artificial laboratory setting and trivial task oe	**M1**
explains why this matters: judging slide colours is low-stakes and may not reflect complex real-world influence such as political campaigns oe	**A1**
identifies a second linked limitation, e.g. sample limits: all female samples or student participants oe	**M1**
explains effect on generalisability: findings may not generalise to male populations, workplaces or broader communities oe	**A1**

Answer: A key limitation is the artificial laboratory setting and trivial colour-judgement task, which is low-stakes and may not capture the complexity of real-world minority influence. Also, Moscovici used female student samples, limiting generalisability to other genders and populations.

Question 3

commitment: the minority shows dedication often through costly or risky acts that demonstrate belief in their position oe	**B1**
augmentation principle: costly or risky commitment increases the perceived validity of the minority's view, augmenting their influence oe	**B1**

Answer: Commitment means the minority shows dedication, often by undertaking costly or risky acts. The augmentation principle states that such costly commitment increases others' perception that the minority truly believes its view, making the minority more influential.

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