1.5 Minority Influence: Consistency, Commitment and Flexibility: 30-minute Pack

AQA 7182 · about 30 minutes

Total Marks

Name: _____ Date: ____ / ____ / _____

Answer all questions. Write full sentences for extended responses and the final 16-mark essay. Time guidance: 30 minutes total.

1 Outline supportive research for flexibility in minority influence.

(Total for Question 1 is 4 marks)

2 Explain synchronic and diachronic consistency.

(Total for Question 2 is 4 marks)

3 Outline Moscovici's procedure in the blue-green slide study.

(Total for Question 3 is 4 marks)

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4 Explain the augmentation principle with an applied example.

(Total for Question 4 is 3 marks)

5 Evaluate the claim that consistency alone explains minority influence.

(Total for Question 5 is 4 marks)

6 Apply minority influence factors to a workplace scenario.

(Total for Question 6 is 6 marks)

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Mark scheme · 1.5 Minority Influence: Consistency, Commitment and Flexibility: 30-minute Pack

Question 1

names a relevant study or researcher e.g. Nemeth's work on simulated juries or related lab studies oe	**M1**
outlines the method briefly, e.g. tasks where a minority negotiated rather than insisted, such as juror group problem-solving studies oe	**A1**
states the finding: flexible minorities that showed willingness to compromise were more likely to shift the majority or to influence discussion than rigid minorities oe	**M1**
explains implication: flexibility aids persuasiveness by appearing reasonable and stimulating deeper processing of the minority view oe	**A1**

Answer: Research by Nemeth using group decision tasks found that minorities who showed flexibility and willingness to compromise were more likely to influence group discussion and sometimes change majority decisions, implying that flexibility can be more persuasive than rigid consistency.

Question 2

synchronic consistency: the minority shows agreement among its members about the view, e.g. all members give the same opinion oe	**M1**
explains that synchronic consistency makes the minority appear confident and united, increasing its credibility oe	**A1**
diachronic consistency: the minority maintains the same position over time, repeatedly voicing the same view oe	**M1**
explains that diachronic consistency suggests commitment and reliability, persuading others the view deserves attention oe	**A1**

Answer: Synchronic consistency is when minority members agree with one another, making them appear united and credible. Diachronic consistency is when the minority keeps the same position over time, signalling commitment and reliability which can persuade others.

Question 3

female participants were tested in groups including two confederates who formed the minority oe	**M1**
the group judged the colour of a series of blue slides, reporting whether each slide was blue or green oe	**M1**
on critical trials the two confederates consistently called the blue slides 'green', creating a consistent minority position oe	**A1**
the number of times naive participants agreed with the minority answer was recorded as the measure of minority influence oe	**A1**

Answer: Moscovici tested female participants in groups containing two confederates. The group judged whether a series of blue slides were blue or green. On critical trials the confederates consistently labelled blue slides as green and researchers recorded how often naive participants agreed with this minority answer.

Question 4

explains augmentation principle: costly or risky acts by the minority make observers attribute stronger conviction to the minority oe	**M1**
applies to example: e.g. a campaign group staging a cold-night vigil in poor weather is costly, suggesting strong commitment oe	**A1**
explains why this matters: observers see the cost and infer genuine belief, making them more likely to take the minority seriously oe	**A1**

Answer: The augmentation principle says that when a minority carries out costly or risky acts, observers attribute stronger conviction to them. For example, a small campaign staging a cold-night vigil shows commitment through hardship, so bystanders infer the group genuinely believes its cause and are more likely to pay attention to its message.

Question 5

states a strength such as empirical support: Moscovici found consistent minorities were more influential than inconsistent ones oe	**M1**
explains why this supports consistency as important, e.g. consistency increases perceived confidence and forces deeper processing by majorities oe	**A1**
states a weakness such as evidence for other factors: Nemeth's work shows flexibility is also important, and augmentation principle highlights commitment oe	**M1**
explains why this weakens the claim that consistency alone is sufficient to explain minority influence oe	**A1**

Answer: A strength is Moscovici's finding that consistent minorities were more influential than inconsistent ones, supporting consistency as an important factor because it signals confidence and attracts attention. A weakness is that other research, notably Nemeth, shows flexibility matters and the augmentation principle highlights commitment, so consistency alone cannot fully explain when minorities persuade majorities.

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Question 6

identifies synchronic consistency: they speak in unison and present the same proposal oe	**M1**
justifies that synchronic consistency makes them appear united and credible to others oe	**A1**
identifies commitment: they have trialled the rota privately, showing investment/effort oe	**M1**
explains this shows augmentation, increasing perceived sincerity of their proposal oe	**A1**
identifies lack of flexibility: they refuse to compromise when managers suggest small changes oe	**M1**
explains that inflexibility is likely harmful because Nemeth argues minorities that negotiate and adapt are more persuasive, so rigid refusal may reduce their influence oe	**A1**

Answer: They show synchronic consistency by speaking in unison, which makes them appear united. They show commitment by trialling the rota privately, signalling investment. They lack flexibility because they refuse to compromise; according to Nemeth this rigidity is likely to reduce persuasiveness and slow any snowballing of support.

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