1.5 Minority Influence: Consistency, Commitment and Flexibility: Test Pack

AQA 7182 · about 15 minutes

Total Marks

Name: _____ Date: ____ / ____ / _____

Answer all questions. Write full sentences for extended responses and the final 16-mark essay. Time guidance: 15 minutes total.

1 Define minority influence.

(Total for Question 1 is 2 marks)

2 Calculate percentage of minority-consistent responses in a replication.

(Total for Question 2 is 3 marks)

3 State Moscovici's findings.

(Total for Question 3 is 2 marks)

4 Apply minority influence to a campaigning scenario and recommend improvement.

(Total for Question 4 is 6 marks)

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Mark scheme · 1.5 Minority Influence: Consistency, Commitment and Flexibility: Test Pack

Question 1

states minority influence involves a smaller group attempting to change the beliefs or behaviour of the majority oe	**B1**
states the effect can lead to conversion of majority opinion over time, not just public compliance oe	**B1**

Answer: Minority influence is when a smaller group aims to change the beliefs or behaviour of the majority, potentially leading to conversion of opinion over time.

Question 2

sets up correct calculation: (9 / 36) x 100 oe	**M1**
evaluates calculation to 25 and converts to percentage oe	**M1**
gives final answer 25.0% to 1 decimal place cao	**A1**

Answer: 25.0%

Question 3

naive participants agreed with the consistent minority on a minority of critical trials, producing a small but reliable level of influence oe	**B1**
consistent minorities produced more influence than inconsistent minorities, showing consistency matters oe	**B1**

Answer: Naive participants agreed with the consistent minority on a minority of critical trials, giving a small but reliable influence effect. Consistent minorities produced more influence than inconsistent minorities, showing that consistency matters.

Question 4

identifies a plausible change, e.g. increase visible acts of commitment such as a single well-publicised, peaceful demonstration or a community project showing cost/effort oe	**M1**
explains this would create the augmentation effect, making observers see commitment and take the minority more seriously oe	**A1**
alternative improvement acceptable: introduce negotiated flexibility by showing willingness to adjust proposals in consultation with locals oe	**M1**
explains this would make the minority appear reasonable and increase chances of converting undecided people oe	**A1**
links change to snowballing: either increased visibility or flexibility would help attract initial converts who could spread the view oe	**M1**
explains why this matters in the local context: current private, low-cost approach fails to signal seriousness, so influence remains minimal oe	**A1**

Answer: They could stage a single well-publicised peaceful action or community project to signal costly commitment, creating an augmentation effect and drawing attention. Alternatively, they could show flexibility by consulting and adjusting proposals, which would make them appear reasonable and more likely to win converts; either approach can help start a snowball effect in the community.

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