1.6 Social Influence Processes and Social Change: 10-minute Pack

AQA 7182 · about 10 minutes

Total Marks

Name: _____ Date: ____ / ____ / _____

Answer ALL questions.

1 A local council proposes a new recycling scheme. Some residents resist because they distrust the motives behind the scheme, prefer their established routines and do not want to be the only household on their street to change. Identify whether normative social influence or informational social influence best explains the residents resistance, and justify your choice with two reasons applied to this local policy context.

(Total for Question 1 is 3 marks)

2 Outline what is meant by 'consistency' in minority influence when a campaign group tries to change public opinion over months or years.

(Total for Question 2 is 2 marks)

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3 Outline what is meant by 'flexibility' in a minority influence strategy when negotiating with mainstream groups or decision makers.

(Total for Question 3 is 2 marks)

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4 Explain the 'snowball effect' as a process by which a small minority campaign can create wider social change across a community or society.

(Total for Question 4 is 2 marks)

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Mark scheme · 1.6 Social Influence Processes and Social Change: 10-minute Pack

Question 1

identifies normative social influence (NSI) as the best explanation cao **B1**

justification 1: residents prefer established routines and fear social disapproval or standing out if they change, showing NSI concern for belonging oe **M1**

justification 2: distrust of motives prompts refusal to adopt new public behaviour because people may worry about being judged or manipulated, a social conformity concern rather than lack of information oe **A1**

Answer: Normative social influence. Residents stick to routines and may fear standing out or being judged for changing, and distrust of motives reinforces a desire to conform to familiar local norms rather than accept the policy based on information alone.

Question 2

states that consistency means the minority presents the same message over time or across its members oe **B1**

explains that this makes the minority appear confident and persuasive, helping attract attention to their view oe **B1**

Answer: Consistency means the minority presents the same message over time and across members; this steady position makes them appear confident and persuasive, attracting attention to their position.

Question 3

states flexibility means the minority is willing to adapt tactics or accept compromise rather than being rigid oe **B1**

explains that flexibility makes the minority appear reasonable and more likely to persuade the majority oe **B1**

Answer: Flexibility means the minority adapts tactics or accepts compromise instead of being rigid; this makes them appear reasonable and increases the chance of persuading the majority.

Question 4

states that the snowball effect is when minority influence gradually attracts more supporters, gaining momentum oe **B1**

explains that as more people adopt the view the rate of change accelerates and the idea can become mainstream oe **B1**

Answer: The snowball effect is when a minority gradually gains more supporters so momentum builds; as adoption increases the rate of change accelerates and the idea can become adopted widely.

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