1.6 Social Influence Processes and Social Change: Test Pack

AQA 7182 · about 15 minutes

Total Marks

Name: _____ Date: ____ / ____ / _____

Answer ALL questions.

1 Define the term 'minority influence' as it is used when discussing social change in groups or societies. Name the context of influence and how it typically operates.

(Total for Question 1 is 2 marks)

2 Identify three features of minority influence that are important for bringing about social change, naming the features in the context of a campaigning group.

(Total for Question 2 is 3 marks)

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3 Outline the role of 'commitment' in minority influence in the context of a grassroots protest movement trying to win public support.

(Total for Question 3 is 2 marks)

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4 Define the term 'social cryptomnesia' and outline one implication of social cryptomnesia for recognising the original contributors to a social change movement in society.

(Total for Question 4 is 4 marks)

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Mark scheme · 1.6 Social Influence Processes and Social Change: Test Pack

Question 1

states that minority influence involves a smaller group or individual attempting to change the beliefs or behaviours of a larger majority oe	**B1**
states that this change typically occurs through persuasion over time rather than by direct coercion oe	**B1**

Answer: Minority influence is when a smaller group or individual attempts to change the attitudes or behaviour of a larger majority, typically through persistent persuasion over time rather than by force.

Question 2

consistency oe	**B1**
commitment oe	**B1**
flexibility oe	**B1**

Answer: Consistency; commitment; flexibility.

Question 3

identifies commitment as minorities showing personal sacrifice or dedication to their cause oe	**B1**
explains that visible commitment increases the minority's credibility and makes the majority take the message more seriously oe	**B1**

Answer: Commitment is when minority members show personal sacrifice or strong dedication to their cause; visible commitment increases credibility and makes the majority more likely to take their message seriously.

Question 4

defines social cryptomnesia as forgetting the origins of an idea so people adopt a changed social norm without remembering the minority or source that started it oe	**M1**
states an implication: the original minority may not receive credit for the change, their role is forgotten while the new norm remains oe	**A1**
explains consequence: loss of historical recognition can reduce motivation for future minority activism or obscure how change occurred oe	**B1**
connects to social memory: society remembers the norm but not the originator, affecting cultural narratives and policymaking oe	**B1**

Answer: Social cryptomnesia is when people adopt a new social norm but forget the origin or the minority group that started it. An implication is that original activists do not get credit and their role is forgotten, which can reduce recognition of how change occurred and might lessen motivation for future activism while the new norm remains accepted.

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