

Cambridge University Press

978-0-521-24695-8 - Perspectives on Minority Influence

Edited by Serge Moscovici, Gabriel Mugny and Eddy van Avermaet

Table of Contents

[More information](#)

# Contents

Contributors	ix
Preface	xi
<i>Serge Moscovici</i>	
<b>Part I</b>	
<b>The process of minority influence</b>	<b>I</b>
<b>Introduction</b>	<b>3</b>
<i>Gabriel Mugny</i>	
<b>I Innovation and minority influence</b>	<b>9</b>
<i>Serge Moscovici</i>	
1 The parable of the lonely minority	9
2 The paradox of conformity	10
3 Deviance and minority	12
4 Some conceptual modifications required by the existence of minority influence	16
5 Influence and styles of behaviour	27
6 The hidden persuasion of minorities	32
7 On some criticisms	37
8 Growth points for research	42
9 The essential tension	48
<b>2 Social support and minority influence: the innovation effect reconsidered</b>	<b>53</b>
<i>Machteld Doms and Eddy Van Avermaet</i>	
1 Introduction	53
2 Empirical research on the conformity–innovation relation: a re-analysis	54
3 The emergence of a <i>post-hoc</i> analogy between innovation and conformity	56

Cambridge University Press

978-0-521-24695-8 - Perspectives on Minority Influence

Edited by Serge Moscovici, Gabriel Mugny and Eddy van Avermaet

Table of Contents

[More information](#)

vi	Contents	
4	Minority and majority influence: differential or similar public effects?	57
5	The role of social support within innovation and conformity settings	60
6	The saliency of a target's own reference group: its impact in innovation and conformity settings	64
7	A recapitulation and a digression	69
8	A caveat	73
3	<b>Compromising public influence for private change</b> <i>Charlan Nemeth</i>	75
1	Competing theories of social influence	76
2	An experimental test	81
3	Some concluding remarks	88
4	<b>Conflict and conversion</b> <i>Bernard Personnaz and Michel Guillon</i>	91
1	Introduction	91
2	Styles of behaviour, types of conflict and private influence	92
3	Majority and minority influence and latent responses	98
4	Is the nature of minority influence identical to that of majority influence?	102
5	Conclusion	110
5	<b>Rigidity and minority influence: the influence of the social in social influence</b> <i>Stamos Papastamou and Gabriel Mugny</i>	113
1	Rigid versus flexible consistency	114
2	The social nature of minority influence	117
3	Perception of the minority	121
4	Ideological resistance to minority influence	124
5	Minority influence, social categorisation and social identity	129
6	Conclusions	134
	<b>Part II</b>	
	<b>Minority influence in groups</b>	137
	<b>Introduction</b> <i>Eddy Van Avermaet</i>	139
6	<b>Innovation and socialisation in small groups</b> <i>John M. Levine and Richard L. Moreland</i>	143
1	A model of group socialisation	144
2	The role of socialisation in innovation	152
3	Concluding comments	168

Cambridge University Press

978-0-521-24695-8 - Perspectives on Minority Influence

Edited by Serge Moscovici, Gabriel Mugny and Eddy van Avermaet

Table of Contents

[More information](#)

Contents	vii
<b>7 When and how the minority prevails</b>	<b>171</b>
<i>Harold B. Gerard</i>	
1 The necessary condition for minority success	172
2 Minority internal dynamics	173
3 Conclusion	186
<b>8 The paradox of 'orthodox minorities': when orthodoxy infallibly fails</b>	<b>187</b>
<i>Jean-Pierre Deconchy</i>	
1 Minority positions may be impossible in an orthodox system	189
2 Minority positions may be useful to an orthodox system	194
3 Minority positions may be necessary to the orthodox system	197
<b>9 Conformity, innovation and the psychosocial law</b>	<b>201</b>
<i>Sharon Wolf and Bibb Latané</i>	
1 Social impact theory	202
2 Majority influence	204
3 Minority influence	205
4 Majority and minority size and strength	207
5 Division of impact	210
6 A general model of social influence	212
7 Relationship of the model to earlier models	213
8 A unitary perspective	215
<b>10 Infra-group, intra-group and inter-group: construing levels of organisation in social influence</b>	<b>217</b>
<i>Vernon L. Allen</i>	
1 The context of minority influence research	218
2 Levels of construing the social environment	223
3 Determinants of the level of construal	235
4 Conclusions	237
References	239
Subject index	253
Author index	257