

## *Contents*

<i>List of Figures</i>	<i>page</i> ix
<i>List of Tables</i>	xi
<i>List of Boxes</i>	xii
<i>Foreword 1</i>	xiii
<i>Arie W. Kruglanski</i>	
<i>Foreword 2</i>	xvi
<i>Fathali M. Moghaddam</i>	
<i>Acknowledgements</i>	xx
1 Modalities of Social Influence: Preconditions (Public Sphere) and Demarcations (Non-violence)	I
PART I RECURRENT SOURCES OF POPULISM	25
2 Crowding: Contagion and Imitation	27
3 Leading: Directors, Dictators and Dudes	51
PART II EXPERIMENTAL PARADIGMS	75
4 Norming and Framing	77
5 Conforming and Converting	97
6 Obeying: Authority and Compliance	117
7 Persuading and Convincing	137

viii	<i>Contents</i>	
	PART III NECESSARY EXTENSIONS	161
8	Agenda Setting, Framing and Mass Mediation	163
9	Designing and Resisting Artefacts	188
	PART IV THEORETICAL INTEGRATION	215
10	Common Sense: Normalisation, Assimilation and Accommodation	217
11	Epilogue: Theoretical Issues and Challenges	243
	<i>References</i>	271
	<i>Index</i>	301