

Studies of Minority Influence: Moscovici et al (1969)



This activity will help you to:

- Understand and recall the study of minority influence by Moscovici et al (1969)*
- Locate Psychological information from texts*
- Consider how to interpret the results of psychological investigations in order to draw conclusions*

Moscovici et al (1969)

Aims

Serge Moscovici and his colleagues were interested in finding out whether a minority could exert an influence on a majority. They designed an experiment that was based on the Asch (1951) study, but where a small minority of confederates would try to alter the judgments of a larger group of participants.

Procedures

Groups of participants were shown a series of coloured slides. Each group consisted of four real participants and two confederates. All the slide were blue, but the confederates were instructed to say they were green. Two versions of the experiment were conducted. In one version, the confederates gave the wrong answer all the time. In the other, they gave the wrong answer only some of the time.

Findings

From your text, find the results of Moscovici et al's (1969) study. Record them below:

Condition 1: Consistent dissent from the confederates: _____

Condition 2: Inconsistent dissent from the confederates: _____

Conclusions

Now write a short conclusion that could be drawn from Moscovici et al's study. The conclusion must make some **interpretation** of the results and should attempt to explain **why** the results occurred (i.e. it does not just reiterate the results). You may find the following questions useful in framing your conclusion:

- Do the result indicate that a minority can influence a majority?
- How strong is a minority influence compared to a majority influence?
- How must the minority behave if their influence is to be successful?
- In the Asch study, participants went along with the majority even though they knew they were wrong (compliance). Is the same true of the participants in Moscovici's study?

Use the space overleaf to write your conclusion.

Conclusion

Moscovici et al's study showed that.....

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