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| **To investigate the role of a consistent minority upon the levels of a majority in an unambiguous situation.** |
| **Female participants were placed into groups of 6, 4 real participants, 2 confederates.** |
| **Participants were told it was an investigation into perception.** |
| **Groups were shown 36 blue slides, varying in terms of colour intensity.** |
| **All participants were required to answer the colour of the slide verbally in the presence of the group.** |
| **The real participants were in one of two conditions.** |
| **Consistent – Minority answered green for *all* 36 slides.** |
| **Inconsistent – Minority answered green for 24/36 slides.** |
| **Each condition was compared to a control condition with no minority influence.** |
| **Consistent condition = 8.2% agreement on answer green (32% agreed with the minority at least once).** |
| **Inconsistent condition = 1.25% agreement on answer green.** |
| **Control group = less than 1% responded green.** |
| **Although the consistent condition only yielded an 8.2% agreement rate, it is significantly higher than the inconsistent condition (1.25%) which shows that although minority influence is relatively small, consistency is the important variable.** |