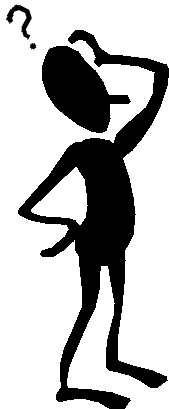
***Social Change***

***What is Social Change?***

All the research that we have looked at in class so far has focused on how the majority (a larger group) of people affects the minority (a smaller group of people).

I want to fit in/ I feel that the majority are right in their view

I will join the majority

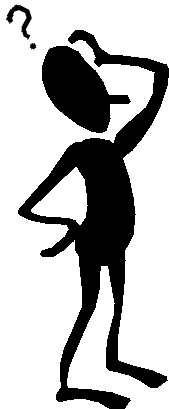


We all believe that it is important to be a vegetarian



Minority joins the majority

**Social Change**is when a minority (a smaller group) has an impact on the majority (a larger group). Members of the majority start to believe that the minority are **right** in their view and so **leave the majority group** and **join the minority.** Eventually the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ will become the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Example of Social Change:**

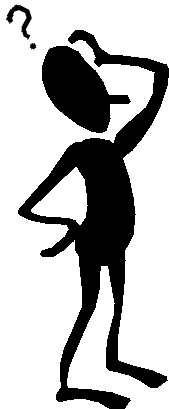
I believe that it is important to recycle

We must look after the environment

We all believe that recycling isn’t important



* I’m not changing my mind
* It is important to look after the environment
* I’m going to show people how easy it is to recycle

****

Social change happens when the minority eventually becomes the majority

Majority gradually joins the minority

Maybe the minority is right, it is important that we look after the planet.

1. Can you think of any other examples of Social Change (when a small group of people (the minority) has had an impact on the majority (a larger group of people))?
2. From the different pieces of research that we have looked at in booklets 1 and 2, from the theories of why we obey and conform, and from the research that we have looked at into independent behaviour, what characteristics do you think are important in bringing about social change?

Imagine you are advising the suffragettes how they can have an impact on the majority and get members of the majority to join their smaller group – what advice would you give them?