**Social Change - Flow diagram**

**Case Study: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Link to case study**

**Drawing Attention – through social proof**

*This involves alerting society to the group views and belief systems*

**Social Crytoamnesia**

*Social Change has occurred and people know a change has occurred but can’t remember how it happened.*

**The Snowball Effect**

*This is when people begin to adopt the beliefs of the social change group as their own*

**Augmentation Principle**

*A group member performs an action when there are known constraints (suffer for cause)*

**Deeper Processing**

*Attention being drawn to a situation causes those who had simply accepted the status quo to begin questioning their own views and beliefs*

**Consistency**

*A group wanting social change must be consistent in their approach*