**Drawing Attention – through social proof**

This involves alerting society to the groups views and belief system

**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)

**Consistency**

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

**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.

**Social Cryptoamnesia**

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