**Successful minority influence**

**AO1**

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| **Factor** | **Link to research** |
| **Consistency & Commitment**  |  |
| **Flexibility**  |  |

Minority influence will be persuasive if the minority is consistent (unchanging) with its opinion/behaviour, shows confidence in its beliefs and appears unbiased. Consistency seems to be the most important feature here, as it shows the minority are **committed**, especially if the minority have has to resist social pressures and abuses against their viewpoint. This creates enough doubt in the mind of the majority about the established norms in order for them to re-examine their own beliefs/behaviour.

**Papastamou (1982)**

Got participants to respond to questions about responsibility for pollution. They were exposed to a minority’s extreme views on how to control pollution. When the minority refused to budge from their opinion they were not persuasive; however, when they appeared flexible by compromising, they were seen as less extreme, co-operative and reasonable and were more persuasive in changing minority opinions.

Consistent minorities who are inflexible, rigid and uncompromising in their belifs and behaviour will not be persuasive. If they are seen to be *flexible* by demonstrateing an ability to be moderate, co-operative and reasonble, then they will be persuasive. Successful minority influence therefore seems to require the minority to compromise and be slightly inconsistent in its position.