Contents

	Contributors	ìx
	Preface	x
	Serge Moscovici	
	Part I	
	The process of minority influence	I
	Introduction	3
	Gabriel Mugny	
I	Innovation and minority influence	9
	Serge Moscovici	
	The parable of the lonely minority	9
	2 The paradox of conformity	IC
	3 Deviance and minority	Ι2
	4 Some conceptual modifications required by the existence of	- 6
	minority influence 5 Influence and styles of behaviour	16
	6 The hidden persuasion of minorities	27
	7 On some criticisms	32
	8 Growth points for research	37 42
	9 The essential tension	48
2	Social support and minority influence: the innovation effect	
	reconsidered	53
	Machteld Doms and Eddy Van Avermaet	
	I Introduction	53
	2 Empirical research on the conformity-innovation relation: a	
	re-analysis	54
	3 The emergence of a post-hoc analogy between innovation	
	and conformity	56

VI	Contents	
VI	Comunic	

	4 Minority and majority influence: differential or similar	
	public effects?	57
	5 The role of social support within innovation and conformity	
	settings	60
	6 The saliency of a target's own reference group: its impact in	
	innovation and conformity settings	64
	7 A recapitulation and a digression	69
	8 A caveat	73
3	Compromising public influence for private change	75
	Charlan Nemeth	
	I Competing theories of social influence	76
	2 An experimental test	81
	3 Some concluding remarks	88
4	Conflict and conversion	91
	Bernard Personnaz and Michel Guillon	
	I Introduction	91
	2 Styles of behaviour, types of conflict and private influence	92
	3 Majority and minority influence and latent responses	98
	4 Is the nature of minority influence identical to that of	
	majority influence?	102
	5 Conclusion	110
5	Rigidity and minority influence: the influence of the social in	
	social influence	113
	Stamos Papastamou and Gabriel Mugny	
	I Rigid versus flexible consistency	114
	2 The social nature of minority influence	117
	3 Perception of the minority	121
	4 Ideological resistance to minority influence	124
	5 Minority influence, social categorisation and social identity	129
	6 Conclusions	134
	Part II	
	Minority influence in groups	137
		٠.
	Introduction	139
	Eddy Van Avermaet	
6	Innovation and socialisation in small groups	143
	John M. Levine and Richard L. Moreland	
	I A model of group socialisation	144
	2 The role of socialisation in innovation	152
	3 Concluding comments	168

	Contents	vii
7	When and how the minority prevails Harold B. Gerard	171
	I The necessary condition for minority success	172
	2 Minority internal dynamics	173
	3 Conclusion	186
8	The paradox of 'orthodox minorities': when orthodoxy infallibly	
	fails Jean-Pierre Deconchy	187
	I Minority positions may be impossible in an orthodox system	189
	2 Minority positions may be useful to an orthodox system	194
	3 Minority positions may be necessary to the orthodox system	197
9	Conformity, innovation and the psychosocial law Sharon Wolf and Bibb Latané	201
	I Social impact theory	202
	2 Majority influence	204
	3 Minority influence	205
	4 Majority and minority size and strength	207
	5 Division of impact	210
	6 A general model of social influence	212
	7 Relationship of the model to earlier models	213
	8 A unitary perspective	215
10	Infra-group, intra-group and inter-group: construing levels of	
	organisation in social influence Vernon L. Allen	217
	I The context of minority influence research	218
	2 Levels of construing the social environment	223
	3 Determinants of the level of construal	235
	4 Conclusions	237
	References	239
	Subject index	253
	Author index	257