## Contents

No	tes on Contributors	vii
Acl	knowledgements	xv
1	Group Consensus and Minority Influence: Introduction and Overview Nanne K. De Vries and Carsten K. W. De Dreu	1
2	Afterthoughts on Afterimages: A Review of the Afterimage Paradigm in Majority and Minority Influence Research Robin Martin and Miles Hewstone	15
3	Mere Consensus Effects in Minority and Majority Influence Hans-Peter Erb and Gerd Bohner	40
4	Mediators of Minority Social Influence: Cognitive Processing Mechanisms Revealed Through a Persuasion Paradigm Gordon B. Moskowitz and Shelly Chaiken	60
5	Majority and Minority Influence: A Single Process Self-categorization Analysis Barbara David and John C. Turner	91
6	Social Influence, Social Identity, and Ingroup Leniency William D. Crano	122
7	Self-persuasion: An Alternative Paradigm for Investigating Majority and Minority Influence Ernestine Gordijn, Nanne K. De Vries, and Tom Postmes	144
8	Conflicts and Social Influences in Hypothesis Testing Fabrizio Butera and Gabriel Mugny	160
9	The Impact of Shared Representations on Minority Influence in Freely Interacting Groups Christine M. Smith, R. Scott Tindale, and Elizabeth M. Anderson	183

	t
v	

## Contents

10	Is it What One Says or How One Says It? Style vs. Substance from an SDS Perspective Norbert L. Kerr	201
11	Minority Influence in Political Decision-making Groups John M. Levine and Juliet Kaarbo	229
12	Minority Influence in Organizations: Its Origins and Implications for Learning and Group Performance Carsten K.W. De Dreu and Bianca Beersma	258
13	Culture and Minority Influence: Effects on Persuasion and Originality K. Yee Ng and Linn Van Dyne	284
Author Index		307
Sub	ject Index	317