

The Impact of Majority and Minority Social Support for Pro Environmental Values on Pro Environmental Behaviours

Lalot, Fanny ¹ Falomir- Pichastor, Juan Manuel ¹ Quiamzade, Alain ¹

¹ University of Geneva, Switzerland

TO CITE

Lalot, F., Falomir- Pichastor, J. M., & Quiamzade, A. (2016). The Impact of Majority and Minority Social Support for Pro Environmental Values on Pro Environmental Behaviours. In *Proceedings of the Paris Institute for Advanced Study* (Vol. 4). https://paris.pias.science/article/MOSCO_2016_07_the-impact-of-majority-and-minority-social-support

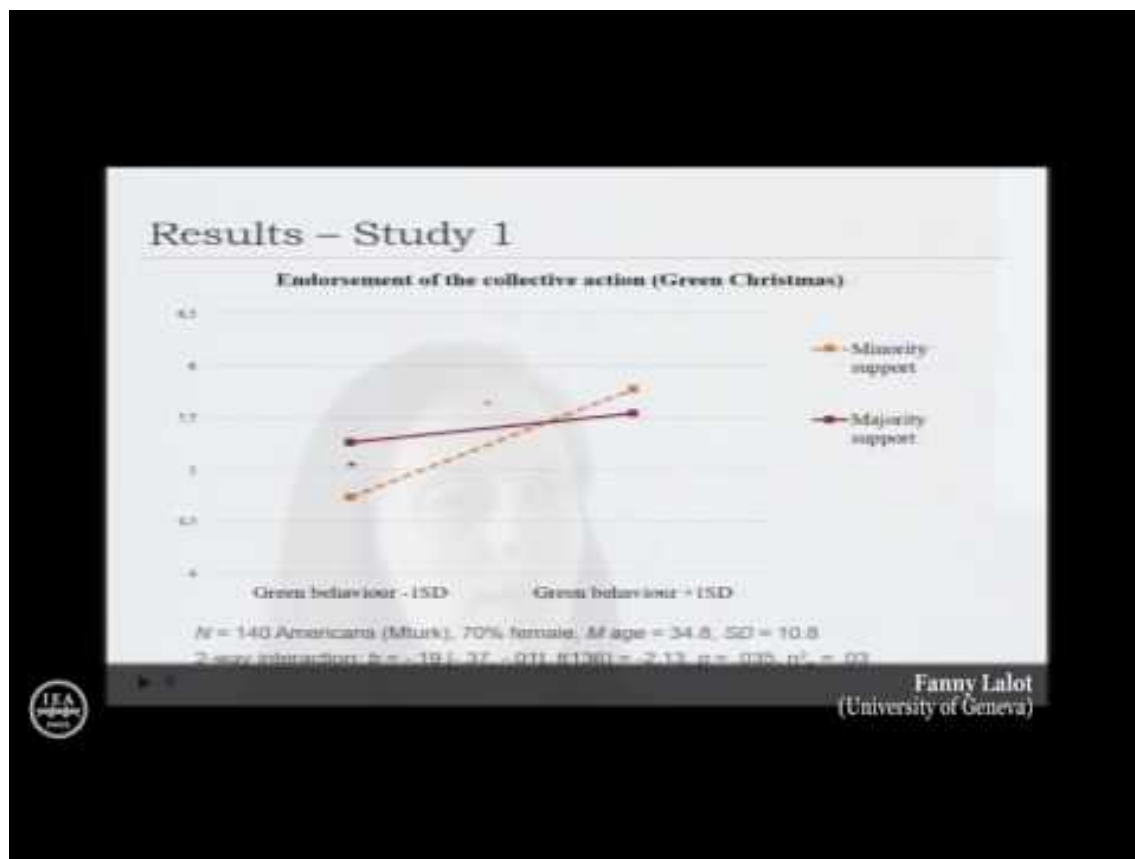
PUBLICATION DATE

17/11/2016

ABSTRACT

Reflecting and Building Upon the Theoretical Contributions of Serge Moscovici. Tribute to Serge Moscovici. Paris IAS, 17-18 November 2016 - Session 2

In the present communication, we revisit Moscovici's theory of minority influence. We briefly describe the core aspects of the theory and the impact it had on the social influence research field back from the 1970-1980 until today. In our own work, we go one step beyond this theory and investigate how being a member of the minority versus the majority modifies group-relevant behaviour. Notably, we hypothesise that a minority group has an energising effect on its members that encourages them to pursue the minority's goals further and further. A majority group, however, lacks such a motivational power and can only obtain a minimal effort from its own members. We present experimental findings from three studies that support this hypothesis.



[The impact of majority and minority social support for pro environmental values on pro-environmental behaviours](#)

Lalot, F., Falomir- Pichastor, J. M., & Quiamzade, A. (2016). The Impact of Majority and Minority Social Support for Pro Environmental Values on Pro Environmental Behaviours. In *Proceedings of the Paris Institute for Advanced Study* (Vol. 4). https://paris.pias.science/article/MOSCO_2016_07_the-impact-of-majority-and-minority-social-support

2016/21 - hommage-serge-moscovici - Article No.21. Freely available at https://paris.pias.science/article/MOSCO_2016_07_the-impact-of-majority-and-minority-social-support - ISSN 2826-2832/© 2025 Lalot F. , Falomir- Pichastor J. , Quiamzade A.

This is an open access article published under the [Creative Commons Attribution-NonCommercial 4.0 International Public License \(CC BY-NC 4.0\)](#)

Bibliography

Allport, G. W. (1935). *A handbook of social psychology*. Clark University Press.

Asch, S. E. (1956). Studies of independence and conformity: I. A minority of one against a unanimous majority. *Psychological Monographs: General and Applied*, 70(9), 1–70.
<https://doi.org/10.1037/h0093718>

Bem, D. J. (1967). Self-Perception: An Alternative Interpretation of Cognitive Dissonance Phenomena. *Psychological Review*, 74(3), 183–200. <https://doi.org/10.1037/h0024835>

Brendl, C. M., & Higgins, E. T. (1996). Principles of judging valence: What makes events positive or negative? In M. P. Zanna (Ed.), *Advances in experimental social psychology* (Vol. 28, pp. 95–160). Academic Press.

Deutsch, M., & Gerard, H. B. (1955). A study of normative and informational social influences upon individual judgment. *The Journal of Abnormal and Social Psychology*, 51(3), 629–636.
<https://doi.org/10.1037/h0046408>

Festinger, L. (1950). Informal social communication. *Psychological Review*, 57(5), 271–282.
<https://doi.org/10.1037/h0056932>

Festinger, L. (1957). *A theory of cognitive dissonance*. Stanford University Press.

French, J. R. P. J., & Raven, B. (1959). The bases of social power. In D. Cartwright & D. Cartwright (Eds.), *Studies in social power* (pp. 150–167). Univer. Michigan.

Hays, N. A., & Goldstein, N. J. (2015). Power and legitimacy influence conformity. *Journal of Experimental Social Psychology*, 60, 17–26. <https://doi.org/10.1016/j.jesp.2015.04.010>

Hovland, C. I., Janis, I. L., & Kelley, H. H. (1953). *Communication and persuasion; psychological studies of opinion change*. Yale University Press.

Kelman, H. C. (1958). Compliance, identification, and internalization: Three processes of attitude change. *Journal of Conflict Resolution*, 2(1), 51–60.

Kiesler, C. A. (1971). *The Psychology of Commitment*. Academic Press.

Lalot, F., Falomir-Pichastor, J. M., & Quiamzade, A. (2016). *Social support moderates the impact of past conducts on further pro-environmental behaviour*.

Leonardelli, G. J., Pickett, C. L., & Brewer, M. B. (2010). Optimal distinctiveness theory: A framework for social identity, social cognition, and intergroup relations. In M. P. Zanna & J. M. Olson (Eds.), *Advances in experimental social psychology* (Vol. 43, pp. 63–113). Academic Press.

Martin, R., & Hewstone, M. (2008). Majority versus minority influence, message processing and attitude change: The source-context-elaboration model. In M. P. Zanna & M. P. Zanna (Eds.), *Advances in experimental social psychology* (Vol. 40, pp. 237–326). Elsevier Academic Press.

Merritt, A. C., Effron, D. A., & Monin, B. (2010). Moral self-licensing: When being good frees us to be bad. *Social and Personality Psychology Compass*, 4(5), 344–357. <https://doi.org/10.1111/j.1751-9004.2010.00263.x>

Milgram, S. (1974). *Obedience to Authority: An Experimental View*. Tavistock Publications.

Moscovici, S., Lage, E., & Naffrechoux, M. (1969). Influence of a consistent minority on the responses of a majority in a color perception task. *Sociometry*, 32(4), 365–380.

Moscovici, S. (1985). Innovation and minority influence. In S. Moscovici, G. Mugny, & E. V. Avermaet (Eds.), *Perspectives on minority influence*. Cambridge University Press.

Moscovici, S. (2000). Le mouvement écologiste devrait se considérer comme une minorité/Interviewer: S. Lavignotte. *Ecologie et transformation sociale*, 1.

Moscovici, S. (1979). *Psychologie des minorités actives*. PUF.

Moscovici, S., & Lage, E. (1976). Studies in social influence: III. Majority versus minority influence in a group. *European Journal of Social Psychology*, 6(2), 149–174. <https://doi.org/10.1002/ejsp.2420060202>

Moscovici, S., & Personnaz, B. (1980). Studies in social influence: V. Minority influence and conversion behavior in a perceptual task. *Journal of Experimental Social Psychology*, 16(3), 270–282. [https://doi.org/10.1016/0022-1031\(80\)90070-0](https://doi.org/10.1016/0022-1031(80)90070-0)

Moscovici, S. (1980). Toward A Theory of Conversion Behavior. In B. Leonard (Ed.), *Advances in Experimental Social Psychology* (Vol. 13, pp. 209–239). Academic Press.

Mugny, G., & Pérez, J. A. (1989). L'effet de cryptomnésie sociale. *Bulletin Suisse des Psychologues*, 7, 3–5.

Mugny, G. (1982). *The power of minorities*. Academic Press.

Mugny, G., Falomir-Pichastor, J. M., & Quiamzade, A. (2015). Serge Moscovici: An innovative minority view of social influence. *European Bulletin of Social Psychology*, 27(1), 31–35.

Mugny, G., & Pérez, J. A. (1991). *The social psychology of minority influence*. Cambridge University Press.

Nolan, J. M., Schultz, P. W., Cialdini, R. B., Goldstein, N. J., & Griskevicius, V. (2008). Normative social influence is underdetected. *Personality and Social Psychology Bulletin*, 34(7), 913–923.
<https://doi.org/10.1177/0146167208316691>

Pérez, J. A., & Mugny, G. (1993). *Influences sociales: la théorie de l'élaboration du conflit*. Delachaux et Niestlé.

Roux, P., Papastamou, S., Pérez, J. A., & Mugny, G. (1993). Du conflit d'identification à la conversion : la dissociation. Etudes sur l'avortement et la contraception. In J. A. Pérez & G. Mugny (Eds.), *Influences sociales: la théorie de l'élaboration du conflit* (pp. 169–188). Delachaux et Niestlé.

Salancik, G. R., & Conway, M. (1975). Attitude inferences from salient and relevant cognitive content about behavior. *Journal of Personality and Social Psychology*, 32(5), 829–840.

Schachter, S. (1951). Deviation, rejection, and communication. *The Journal of Abnormal and Social Psychology*, 46(2), 190–207. <https://doi.org/10.1037/h0062326>

Wesselmann, E. D., Williams, K. D., Pryor, J. B., Eichler, F. A., Gill, D. M., & Hogue, J. D. (2014). Revisiting Schachter's research on rejection, deviance, and communication (1951). *Social Psychology*, 45(3), 164–169. <https://doi.org/10.1027/1864-9335/a000180>

Wittenbrink, B., & Henly, J. R. (1996). Creating social reality: Informational social influence and the content of stereotypic beliefs. *Personality and Social Psychology Bulletin*, 22(6), 598–610.
<https://doi.org/10.1177/0146167296226005>