

Minorities, Meanings, and the Structure of Group Influence: Reflecting and Building Upon the Theoretical Contributions of Serge Moscovici

Wood, Wendy ¹ Hayes, Timothy B. ¹

¹ University of Southern California, USA

TO CITE

Wood, W., & Hayes, T. B. (2016). Minorities, Meanings, and the Structure of Group Influence: Reflecting and Building Upon the Theoretical Contributions of Serge Moscovici. In *Proceedings of the Paris Institute for Advanced Study* (Vol. 4). https://paris.pias.science/article/MOSCO_2016_08_minorities-meanings-and-the-structure-of-group-influence

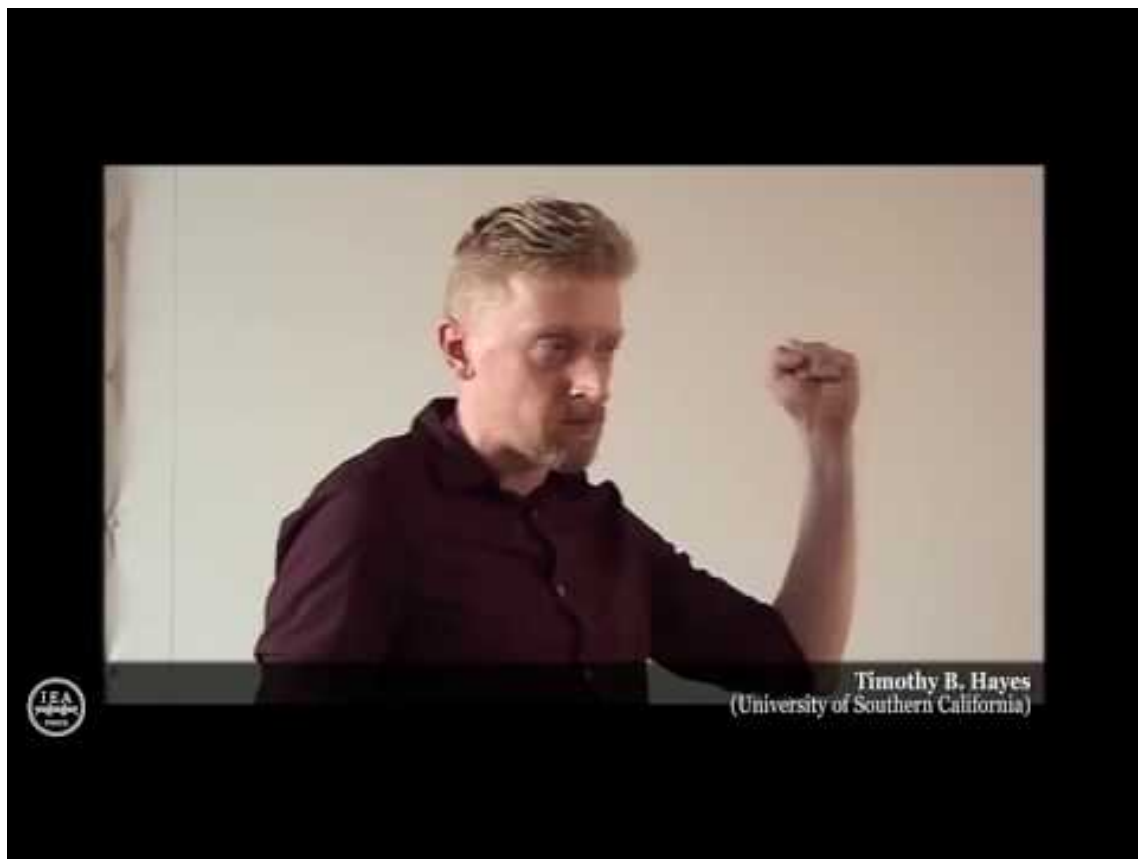
PUBLICATION DATE

17/11/2016

ABSTRACT

Tribute to Serge Moscovici. Paris IAS, 17-18 November 2016 - Session 2

Serge Moscovici's work on minority influence ([Moscovici, 1976](#), [Moscovici, 1980](#)) and social representations ([Moscovici, 1961](#)) changed the landscape of social psychology by providing a rich and detailed account of the process of social influence in social groups. Drawing on these classic theories, as well as foundational work by Asch ([Asch, 1940](#), [Asch, 1952](#)), we propose to present at the conference a two-step model of influence of ideological groups. In our analysis, ideological sources first influence recipients by influencing how they interpret the social meaning (or social representation) of messages. In the second stage, recipients' interpretations plus their own ideological commitments guide agreement with the message. In Moscovici's tradition, we draw out the implications of this model for message processing. Finally, we argue that future research on group influence would be wise to continue exploring these directions, building on Moscovici's critical insights.



[Minorities Meanings and the Structure of Group Influence](https://paris.pias.science/article/MOSCO_2016_08_minorities-meanings-and-the-structure-of-group-influence)

Wood, W., & Hayes, T. B. (2016). Minorities, Meanings, and the Structure of Group Influence: Reflecting and Building Upon the Theoretical Contributions of Serge Moscovici. In *Proceedings of the Paris Institute for Advanced Study* (Vol. 4). https://paris.pias.science/article/MOSCO_2016_08_minorities-meanings-and-the-structure-of-group-influence
2016/21 - homage-serge-moscovici - Article No.20. Freely available at https://paris.pias.science/article/MOSCO_2016_08_minorities-meanings-and-the-structure-of-group-influence - ISSN 2826-2832/© 2025 Wood W. and Hayes T.
This is an open access article published under the [Creative Commons Attribution-NonCommercial 4.0 International Public License \(CC BY-NC 4.0\)](https://creativecommons.org/licenses/by-nc/4.0/)

Bibliography

Allen, V., & Wilder, J. (1980). Impact of group consensus and social support on stimulus meaning: Mediation of conformity by cognitive restructuring. *Journal of Personality and Social Psychology*, 39, 1116–1124. <https://doi.org/10.1037/h0077719>.

Asch, S. E. (1952). *Social psychology*. Oxford University Press.

Asch, S. E. (1940). Studies in the principles of judgments and attitudes: II. Determination of judgments by group and by ego standards. *Journal of Social Psychology*, 12, 433–465. <https://doi.org/10.1080/00224545.1940.9921487>.

Buehler, R., & Griffin, D. (1994). Change-of-meaning effects in conformity and dissent: Observing construal processes over time. *Journal of Personality and Social Psychology*, 67, 984–996. <https://doi.org/10.1037/0022-3514.67.6.984>.

Chong, D., & Druckman, J. N. (2007). A theory of framing and opinion formation in competitive elite environments. *Journal of Communication*, 57, 99–118. <https://doi.org/10.1111/j.1460-2466.2006.00331.x>.

Cohen, G. L. (2003). Party over policy: The dominating impact of group influence on political beliefs. *Journal of Personality and Social Psychology*, 85, 808–822. <https://doi.org/10.1037/0022-3514.85.5.808>.

Griffin, D., & Buehler, R. (1993). Role of construal processes in conformity and dissent. *Journal of Personality and Social Psychology*, 65, 657–669. <https://doi.org/10.1037/0022-3514.65.4.657>.

Hayes, T., & Wood, W. (2016). Social influence depends on social meaning: results from Group Ideological Influence Theory. *The Journal of Personality and Social Psychology*.

Maitner, A. T., Mackie, D. M., Claypool, H. M., & Crisp, R. J. (2010). Identity salience moderates processing of group-relevant information. *Journal of Experimental Social Psychology*, 46, 441–444. <https://doi.org/10.1016/j.jesp.2009.11.010>

Martin, R., Hewstone, M., & Martin, P. Y. (2007). Majority versus minority influence: The role of message processing in determining resistance to counter-persuasion. *European Journal of Social Psychology*, 38(1), 16–34. <https://doi.org/10.1002/ejsp.426>

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, 365–380. <https://doi.org/10.2307/2786541>.

Moscovici, S. (1961). *La psychanalyse, son image et son public*. Presses Universitaires de France.

Moscovici, S., & Faucheux, C. (1972). Social influence, conformity bias, and the study of active minorities. In L. Berkowitz (Ed.), *Advances in experimental social psychology* (Vol. 6, pp. 149–202). Academic Press.

Moscovici, S. (1976). *Social influence and social change*. Academic Press.

Moscovici, S., & Pérez, J. A. (2007). A Study of Minorities as Victims. *European Journal of Social Psychology*, 34, 725–742. <https://doi.org/10.1002/ejsp.388>

Moscovici, S. (1980). Toward a theory of conversion behavior. In L. Berkowitz (Ed.), *Advances in experimental social psychology* (Vol. 13, pp. 209–242). Academic Press.

Pool, G. W., Wood, W., & Leck, K. (1998). The self-esteem motive in social influence: Agreement with valued majorities and disagreement with derogated minorities. *Journal of Personality and Social Psychology*, 75, 967–975. <https://doi.org/10.1037/0022-3514.75.4.967>

Turner, J. C. (1991). *Social influence*. Thomson Brooks/Cole Publishing Co.

Wegener, D. T., & Petty, R. E. (1995). Flexible correction processes in social judgment: The role of naïve theories in corrections for perceived bias. *Journal of Personality and Social Psychology*, 68(1), 36–51. <https://doi.org/10.1037/0022-3514.68.1.36>.

Wegener, D. T., & Petty, R. E. (1997). The flexible correction model: The role of naïve theories of bias in bias correction. *Advances in Experimental Social Psychology*, 29, 141–208. [https://doi.org/10.1016/S0065-2601\(08\)60017-9](https://doi.org/10.1016/S0065-2601(08)60017-9)

Wood, W., Lundgren, S., Ouellette, J. A., Busceme, S., & Blackstone, T. (1994). Minority influence: A meta-analytic review of social influence processes. *Psychological Bulletin*, 115(3), 323–345. <https://doi.org/10.1037/0033-2909.115.3.323>

Wood, W., Pool, G. J., Leck, K., & Purvis, D. (1996). Self-definition, defensive processing, and influence: The normative impact of majority and minority groups. *Journal of Personality and Social Psychology*, 71, 1181–1193. <https://doi.org/10.1037/0022-3514.71.6.1181>.