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Minority Influence

- sometimes even a minority member of a group exert an influence on the majority group and change their behaviour this is called Minority Influence.



Majority Influence



Minority Influence

- All types of group change social change or social reform often begin with the minority influence. It is often often the minority who become dissatisfied with the group norms, express their displeasure and dissent against them. It is they who imagine an alternative social order or group norms and innovate, then they exert their influence. This is how change occurs.
- The minority influence is often more successful if they fulfill the following criteria.

1) Persistence / consistency

- The minority must be persistent and consistent in their opposition to the majority on the issue of dissent.

2) Consensus

- Every member of minority group must always agree with each other and speak in the same voice on the issue of dissent.

3) Flexibility

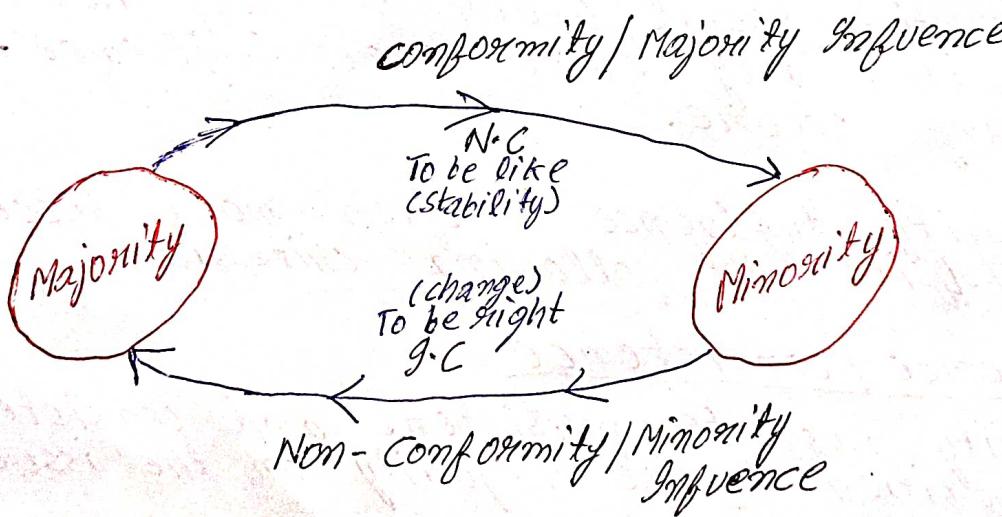
- They should not appear to be very rigid and stubborn, they must display the flexibility ~~on~~ willingness to engage with the majority without compromising on the core issue of ~~dissent~~ dissent

4) Fact and Reason

- They must support their position with ~~too~~ enough facts and figures, Evidences, logic and a reason.

5) They must be high in Self-Confidence and Social Skills

- Social skills like empathy, influence, communication, conflict management, leadership, etc.



→ Obedience

- Obedience is a process in which we change our behaviour because of the direct and explicit command order, direction or instruction of someone else.

- Obedience is the natural human process, it is also valued trait in every culture.
- Obedience is not the bad thing a certain level of Obedience necessary for any society to function properly. depending on the nature of the work that an organization does, different organizations require different level of Obedience but the problem begins when we cross the limit of Obedience and keep on obeying even when ethics require us not to obey. the study of obedience is aimed at understanding what is the limit of Obedience and from where the domain of personal life responsibility begin and how to achieve and maintain that limit.



Attitude

- Attitude is a more or less permanent evolution of an Attitude-object, which can be physical object or person, idea, place, event, geology, etc.. Does attitude have the following characteristic.

 - 1) They are always directed towards an attitude-object
 - 2) They always evaluate there attitude object.
 - 3) They differ from each other in terms of there Extremity.
 - 4) They have a motivational component, they can influence our behaviour.
 - 5) They are more or less permanent once formed it is very difficult to change them though it's not impossible.

→ Structure of Attitude

- An attitude is made up of three components
- 1) Cognitive component: what we know?
 - It consists of our knowledge, information, facts & figures, logic and reason and our belief about the attitude object.
- 2) Affective component : What / How we feel?
 - It involves our emotional reaction towards the attitude object.
- 3) Behavioural Component : What we do?
How we behave?
 - It involves our actual behaviour towards the attitude object.

→ Change of Attitude

- There are two ways of changing the attitude of a person:-
 - 1) Persuasion
 - Persuasion is an attempt to change the attitude of a person by sending convincing message in an effective manner. The success of persuasion depend on "Who said what to whom"?
 - 2) Message characteristic
 - 1) Rational Appeal
 - The message must be reach in facts and figures Logic, reason, etc.. In terms of national appeal there are two type of messages.

- 1) I One-sided message. This contains only the benefit of attitude change. It presents only 1s of the argument.
- 2) Two-sided messages, it contains both the benefit and loss of attitude change, but focus more on the benefit. It presents both sides of argument while emphasising the persuaded's side. One-sided messages are more successful with children and less-intelligent people.

2) Emotional Appeal

- A message which evokes some emotion in us is often more successful in persuasion. Happiness, surprise or some tender emotion like (motherly love, etc. or romantic feelings), etc. work well but most effected is the fear appeal.

II Source characteristics

1) Attractiveness

1) Expertise

- If the source is perceived as being expert in his area, then he is often more successful in persuasion.

2) Credibility

- If the source is perceived as being credible and trustworthy then he is more successful in persuasion.

3) Attractiveness

- An attractive source is often more successful in persuasion.

4) Social Status

- If the social status of the source is similar to that of the audience then he is more successful in persuasion.

III Audience Characteristic

1) Age

- If the audience belongs to the age group of 16 to 25, then he is more affected by persuasion, but after that over attitude becomes more rigid and we response less to persuasion but in old age particularly after 60 years we became more flexible and response more to persuasion.