

**Q1.**

Outline flexibility as a factor in minority influence.

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**(Total 2 marks)**

**Q2.**

Two sixth-form students, Mimi and Asif, noticed other students dropping their rubbish on the school playground. They decided to launch a campaign to reduce littering at their school.

Describe the roles of consistency **and** commitment in minority influence. Explain how Mimi and Asif could demonstrate consistency **and** commitment as part of their campaign.

You may use this space to plan your answer.

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**(Total 8 marks)**

Discuss consistency **and** flexibility as processes involved in minority influence.

[illegible]

**(Total 8 marks)**

**Q4.**

Maya wants to encourage the workers in her office to use their own reusable cups at work, rather than the disposable paper cups provided by the company.

Explain how Maya might show **either** commitment **or** flexibility to persuade the workers to change their behaviour.

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(Total 2 marks)

Discuss research into minority influence.

You may use this space to plan your answer.

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**(Total 16 marks)**

**Q6.**

Steph’s psychology teacher is leaving at the end of term. Steph would like to organise a surprise fancy dress party for her, but the rest of the class are not convinced that it is a good idea.

Use your knowledge of **two or more** factors affecting minority influence to explain how Steph can persuade the rest of her class to accept her idea.

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**(Total 6 marks)**

**Q7.**

Which factors affecting minority influence are illustrated by the following examples?

For **each** example, write the correct factor in the space provided.

Members of a religious group give up their Saturday mornings to distribute leaflets about the importance of worship.

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An environmental group acknowledges that recycling can be time-consuming while emphasising its importance for the future of the planet.

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All of the members of the 'Flat Earth Society' agree that the Earth is flat and not round.

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(Total 3 marks)

**Q8.**

In a sixth form debating society, Samina is the only student in a group of six who does not believe that drugs should be legalised.

Using your knowledge of minority influence processes, explain **two** ways in which Samina could convince the other students in the debating society to agree with her.

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(Total 4 marks)