

# The Social Psychology of Minority Influence (European Monographs in Social Psychology)



This book, first published in 1987, looks at the processes and spread of social innovation: the mechanisms of this innovation are rooted in the conflict that minorities are capable of creating in others and introducing into the social system. These innovations give rise to rejection, discrimination and denial of the minority group. However, minority ideas take root and gradually new norms replace the old ones. Despite the denial, therefore, the marginal standpoint of minority groups can have an impact on the belief systems and behaviour patterns of other individuals. This book proposes a psychosociological explanation of these individual and collective phenomena by articulating the underlying identification games and cognitive activities. It throws fresh light not only on minority influence, but also on major themes of social psychology, especially theories of intergroup conflict, persuasion and attitude change. Based upon a series of experiments which have been developed and refined for the 1991 English edition, this is a rigorous and valuable contribution to the study of minority influence on social processes.

Part of European Monographs in Social Psychology However, minority ideas take root and gradually new norms replace the old ones. It throws fresh light not only on minority influence, but also on major themes of social psychology,<sup>17</sup> Results Latest Psychology books, ebooks, and academic textbooks from Cambridge University Press, covering The Social Psychology of Minority Influence. was social psychology in Europe, there was no European social psychology: there typically European (e.g. studies of intergroup relations or minority influence). Other key European publications were, first, the European Monographs series European Monographs in Social Psychology Executive Editors: J. RICHARD EISER and KLAUS R. SCHERER Sponsored by the European Association of <sup>17</sup> Results European Monographs in Social Psychology were previously published by Academic Press (who will The Social Psychology of Minority Influence. The Social Psychology of Minority Influence (European Monographs in Social Psychology) [Gabriel Mugny, Juan A. Perez, Vivian Waltz Lamongie] on Hardback European Monographs in Social Psychology English light not only on minority influence, but also on major themes of social psychology, especially <sup>17</sup> Results European Monographs in Social Psychology were previously published by Academic Press (who will The Social Psychology of Minority Influence. <sup>17</sup> Results European Monographs in Social Psychology were previously published by Academic Press (who will The Social Psychology of Minority Influence. <sup>17</sup> Results European Monographs in Social Psychology were previously published by Academic Press (who will The Social Psychology of Minority Influence. <sup>17</sup> Results European Monographs in Social Psychology were previously published by Academic Press (who will The Social Psychology of Minority Influence. European Monographs in Social Psychology: The Social Psychology of Minority Influence. By: Mugny, Gabriel / Perez, Juan A.

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