**Minority influence on majority:- Moscovici et al**

**Aim:**

* To see whether a consistent minority of participants could influence a majority to give an incorrect answer in a colour perception test

**Procedures:**

* 172 participants. No colour blindness
* Six participants at a time were asked to estimate the colour of 36 slides.
* All the slides were blue, but of differing brightness.
* Two of the six PP’s were accomplices of the experimenter

**Two conditions:**

* Consistent: the two accomplices called the slides green on all trials
* Inconsistent: the two accomplices called the slides green 24 times and blue 12 times

**Findings:**

* PP’s in the consistent condition yielded and called the slides green in 8,4% of the trials
* 32% in the consistent condition reported a green slide at least once
* PP’s in the inconsistent condition yielded and called the slides green in only 1.3% of the trials.

**Conclusion:**

* Minorities can influence a majority in certain circumstances
* Consistency was found to be the most important factor
* Commitment
* Internalisation