

TABLE 8.4 Comparing Majority and Minority Influence

Influence Type	Nature of Conflict	Dominant Type of Influence	Type of Change Produced	Type of Judgment Most Apt to Be Affected
Majority	Will I be rejected if I openly disagree with the group?	Normative	Public agreement/ occasional private acceptance.	Subjective judgment or opinion.
Minority	Am I right?	Informational	Private acceptance, particularly on related issues and judgments.	Objective judgment with a factual basis.