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these groups pressures exist which encourage the individual to comply with the group's viewpoint.

This influence, which creates social

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conformity, is known as 'majority influence' and is the dominant process of social control.

However, there also exists a 'minority

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influence',  
which emerges  
from a small  
subsection of  
the group and  
is a dynamic  
force for  
social change.  
Minority  
Influence and  
Innovation  
seeks to

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identify the  
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