

Linking Psychology/Psychological Terms to the BLM Movement

Social Influence Processes in Social Change: The 5 Steps:

1 Drawing Attention to an Issue

The BLM movement helped draw attention to the racism that is still present in society

2 Cognitive Conflict

This leads to other members of the public to consider their view more seriously

3 Consistency of Position

For example, the BLM movement are consistent as they continue to spread information and awareness about racism in society. They encourage people to educate themselves and find out more about black history. Furthermore, they also encourage people to buy more from and support businesses that are owned by black people and read books by black authors, especially books that talk about racism

4 The Augmentation Process

The BLM movement have organised multiple protests which shows that they are committed and consistent

5 The Snowball Effect

More and more people join the movement as they start to sign petitions, donate, go to protests, spread information, educate themselves and help in any other way that they can