

The Influence of Dissenters and Social Control on Consensus and Entitativity

Pons, H.S.

California State Polytechnic University, Humboldt

Background

- This pilot study aims to understand the moderating influence of social control (absent, present) on dissenters (1, 10) and consensus, and testing whether consensus mediates the relationship between dissenters and entitativity.
- This study also aims to validate manipulations by checking participants' comprehension.
- This work integrates aspects from the social identity theory framework via the Social Control Identity-Motivated Model (Pinto & Marques, 2024) and uncertainty identity theory (Hogg, 2007).
 - Social control communicates the importance of norms (Pinto & Marques, 2024).
 - Minorities of more than one experience greater influence (Latané & Wolf, 1981).

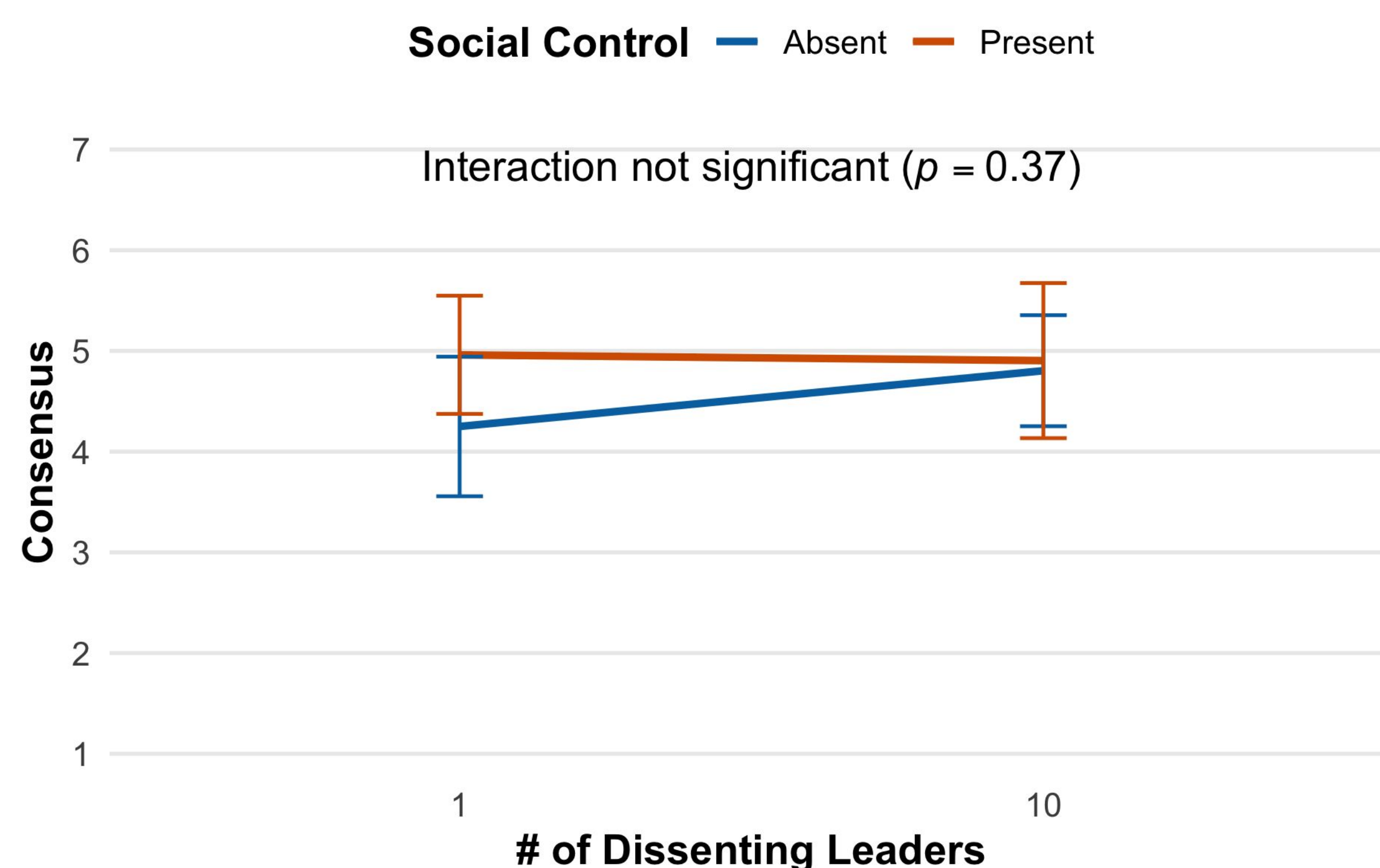
Hypotheses

Social Control will moderate the effect of dissenters on consensus, which in turn predicts entitativity.

- H1: Many dissenters (10) vs. (1) will lower perceptions of consensus.
- H2: Social Control will increase perceptions of consensus more when present in the 10 dissenters condition than in the 1 dissenter condition.
- H3: As consensus increases, so does entitativity.

Figure 1.

Social Control x Dissenters on Perceived Consensus



Design

Participants

N= 53, Ages 18+, Cal Poly Humboldt Undergraduate Psychology Students.

Procedure

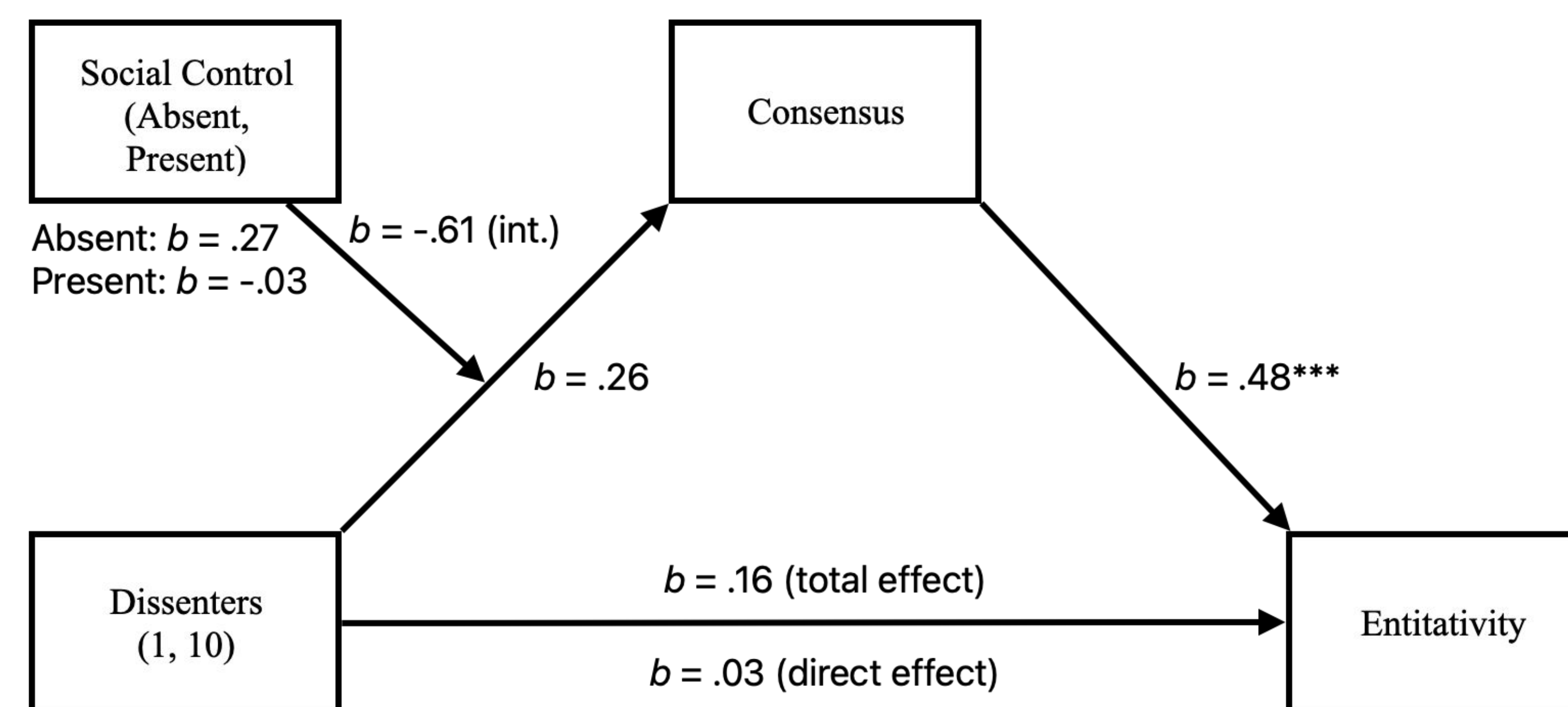
Participants responded to a survey during class time or outside of class, accessing a Canvas notification link.

Measures

Consensus. 4-item Likert scale, ($\alpha = .86$)

Entitativity. 3-item Likert scale, ($\alpha = .75$)

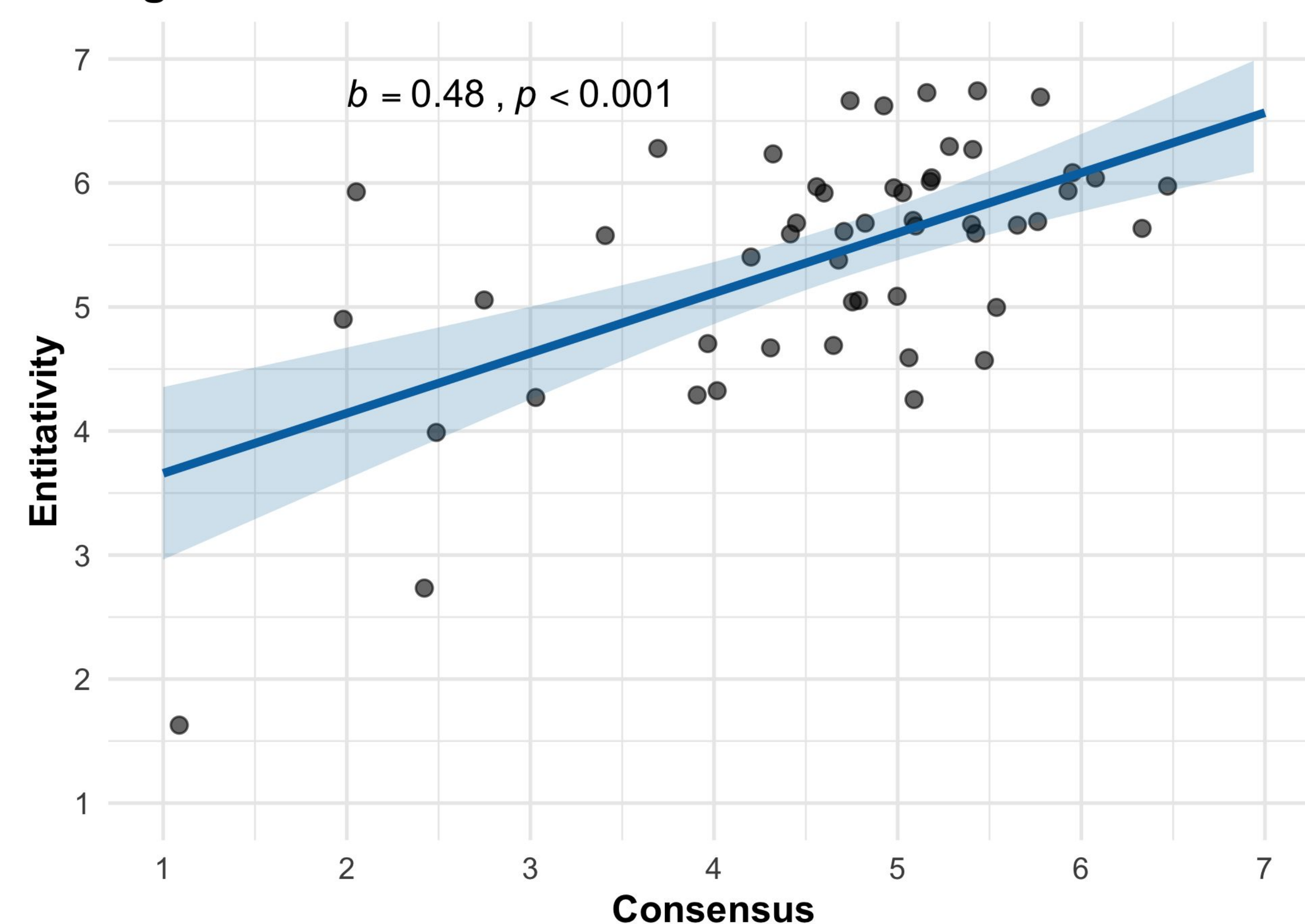
Figure 2.



Note. Coefficients beneath social control represent conditional indirect effects of dissenters on entitativity via consensus at each level of social control. * $p < .05$, ** $p < .01$, *** $p < .001$.

Figure 3.

Higher Perceived Consensus Predicts Greater Entitativity



Note. Values are derived from a multiple regression model; the effect of consensus reflects its partial regression coefficient controlling for dissenters.

Results

Hayes' PROCESS model 7 (Figure 2)

- Index of moderated mediation — not significant.
- Index = -0.296 , BootSE = 0.348 , 95% CI $[-1.082, 0.315]$.
- **Figure 1:** the model predicting consensus was not significant, $R^2 = .06$, $F(3, 50) = 0.97$, $p = .413$.
- **Figure 3:** the model for entitativity was significant, $R^2 = .37$, $F(2, 51) = 15.25$, $p < .001$.
 - Direct effect: dissenter number \rightarrow entitativity was not significant, $b = 0.03$, $SE = 0.22$, $p = .872$.

Manipulation Checks

- Dissenter: participants perceived the number of dissenters correctly across conditions, $X^2(1) = 22.00$, $p < .001$
- Collective Dissent: participants perceived the 10 dissenters as acting collectively (i.e., above midpoint - 4), $t(26) = 3.04$, $p = .003$ (one-tailed), $d = 0.59$
- Social Control: perceived punishment was higher when social control was present ($M = 5.62$) vs. absent ($M = 2.32$), $t(51.76) = -7.64$, $p < .001$

Discussion

Consensus

- Consensus did not change as a result of dissenter number or social control (H1, H2).
 - Correct perception of conditions may not have compensated for lack of target group (Church) membership.

Entitativity

- Consensus functioned as a significant predictor of entitativity (H3).
 - Validates relationship with social identity uncertainty and group identification as sequential mediators after entitativity in full study.

Manipulation Checks

- All manipulations functioned adequately, suggesting deficits in power and/or participant sample not being adequately influenced.