On conviction’s collective consequences: integrating moral conviction with the social identity model of collective action.

Abstract
This article examines whether and how moral convictions predict collective action to achieve social change. Because moral convictions - defined as strong and absolute stances on moral issues - tolerate no exceptions, any violation motivates individuals to actively change that situation. We propose that moral convictions have a special relationship with politicized identities and collective action because of the potentially strong normative fit between moral convictions and the action-oriented content of politicized identities. This effectively integrates moral conviction with the Social Identity Model of Collective Action (Van Zomeren, Postmes, & Spears, 2008), which predicts that, on the basis of a relevant social identity, group-based anger and efficacy predict collective action. Results from two studies indeed showed that moral convictions predicted collective action intentions (Study 1-2) and collective action (Study 2) through politicized identification, group-based anger, and group efficacy. We discuss theoretical and practical implications of our integrative model.