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What is a minority group? Thomas & McDonnell (1995) define a minority group as “a section of society whose identity is determined by cultural properties not shared by all members of the society and whose needs are not necessarily served when the needs of the society as a whole are being served” (p. 185). By definition, they add, “minority markets are too small to be self-sustaining for ...Play a game of Kahoot! here. Kahoot! is a free game-based learning platform that makes it fun to learn – any subject, in any language, on any device, for all ages!