SOCIAL PSYCHOLOGY: CONFORMITY

WE FREQUENTLY CHANGE OUR BEHAVIOUR TO **CONFORM** TO THE GROUP WE'RE IN.

HOW?

TWO DIFFERENT TYPES

- WE TAKE ON THE GROUP'S BEHAVIOUR AS OUR OWN, AND BELIEVE IT'S THE RIGHT THING TO DO (**INTERNALISATION**).
- WE GO ALONG WITH THE GROUP ALTHOUGH PRIVATELY WE'D RATHER BEHAVE IN A DIFFERENT WAY (**COMPLIANCE**).

WHY?

WHEN OUR BEHAVIOUR DOESN'T MATCH THE GROUP'S IT MAKES US UNCOMFORTABLE. WE CHANGE OUR BEHAVIOUR TO REDUCE DISCOMFORT.

WHY?

TWO POSSIBLE EXPLANATIONS

- WE WANT TO FIT IN WITH THE GROUP. FITTING IN IS MORE IMPORTANT THAN MAINTAINING OUR BEHAVIOUR, SO WE CHANGE OUR BEHAVIOUR (**NORMATIVE INFLUENCE**).
- WE WANT TO ACT THE RIGHT WAY. WE THINK THE GROUP IS CORRECT, SO WE CHANGE OUR BEHAVIOUR TO MATCH THEIRS (**INFORMATIONAL INFLUENCE**).

SEVERAL **FACTORS** INFLUENCE HOW LIKELY WE ARE TO CONFORM.

- WHETHER THE GROUP IS **UNANIMOUS**.
- HOW **DIFFICULT** THE JUDGEMENT IS.
- WHETHER WE MUST DISAGREE **PUBLICLY**.
- THE **STATUS** OF THE GROUP MEMBERS.

THESE FACTORS INFLUENCE OUR DESIRE TO BE LIKE THE GROUP MEMBERS AND/OR OUR CONFIDENCE IN OUR OWN JUDGEMENTS OR BEHAVIOUR.

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