**Why do we conform?**

**Let’s recap...**

* **Identify and outline 2 types of conformity**

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**Give a ‘real life; example of each type of conformity**

**Identify a piece of research demonstrating each type of conformity**

**Give explanations of each type of conformity**

**......................................**

**......................................**

Siobhan and Roisin live with Julie away at university. Julie is vegetarian and spends an afternoon explaining her choice to Siobhan and Roisin, describing a trip to a farm as a child and the fact that her Dad is vegetarian too.

Following the afternoon with Julie, both Siobhan and Roisin decide to become vegetarian. All 3 girls follow a vegetarian diet throughout their time living together at university.

When Roisin returns home to her parents she continues her vegetarian diet, when Siobhan returns home to her parents she begins to eat meat again.

Which type of conformity is Siobhan displaying? Explain your answer *(4 marks)*

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Which type of social influence is Roisin displaying? Explain your answer *(4 marks)*

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**Why do we conform? – Teacher’s**

**Let’s recap...**

* **Identify and outline 2 types of conformity**

**Internalisation**

**Change behaviour AND views**

**Compliance**

**Change behaviour NOT views**

**Give a ‘real life; example of each type of conformity**

Becoming vegetarian after going to an animal rights conference

Laughing at a joke you don’t find funny

Sherif

Autokinetic Effect

Asch

C.O.L.E

**Identify a piece of research demonstrating each type of conformity**

**Give explanations of each type of conformity**

* Desire to be right
* Looking to the group for guidance
* Private change – we change our behaviour *and* views as we view the group to have more knowledge
* Desire to be liked
* Adapting to the group for acceptance
* Public change – we do not privately accept what we are doing

**Normative Social Influence**

**Informational Social Influence**