**Explanations of Conformity ~ AO1**

**Normative \_\_\_\_\_\_\_\_\_\_ Influence – Explanation of**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

Thisrelates to an individual **adapting to a group position in order to be \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** and \_\_\_\_\_\_\_ approval and not be perceived as deviant by the other members of the group. It is based on the **desire to be \_\_\_\_\_\_\_\_\_\_\_\_**. This type of influence also occurs as it is \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ to be accepted and be a part of a group. This usually involves **\_\_\_\_\_\_\_\_\_\_\_\_\_\_ compliance** – in a group we may ‘go along’ with the behaviour and the attitudes of others \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ truly believing or accepting it. In this instance, we do not \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ accept what we are saying or doing publicly.

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Social Influence –**

**Explanation of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

In this case, people are unsure what to do in a situation (e.g. they may not know what is the right or correct way to act) and so **they look to others with seemingly more information in order to identify \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ behaviour**. Thus if a situation is ambiguous (no obvious right or wrong answer), we look to others as a source of information to help us perceive the situation accurately and reduce \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. We tend to seek \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ from people who we see as being better informed than ourselves. It is based on the **desire to be \_\_\_\_\_\_\_\_\_\_\_\_**. This usually involves **private \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** (internalisation) – in this case people conform to the norms of others because they genuinely believe that they are right. This can result in a change in \_\_\_\_\_\_\_\_\_\_\_\_\_ beliefs and attitudes.

**ambiguity, liked, social, accepted, acceptance, gain, rewarding, agents, public, correct, compliance, without, informational, private, whilst, wrong, privately, guidance, internalisation, right, publically.**