|  |  |
| --- | --- |
| Tendency to change behaviour **and/or** views in response to real or imagined pressure | Tendency to change behaviour **and** views in response to real or imagined pressure |
| Superficial and public, change behaviour only | Deep and private, change behaviour and views |
| Long lasting | Short term |
| e.g. Laughing at a joke you don’t find funny | e.g. becoming vegetarian after watching “Kill it, Cook it, Eat it” |
| e.g. Laughing at a joke you find funny | Fake and private |

Compliance

Internalisation

Conformity

Compliance

Internalisation

Conformity