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| **Compliance** | **Identification** | **Internalisation** |
| **Example:** Despite knowing the dangers, Lisa tried a cigarette because her friends pressured her into trying one | **Example:** There are a group of football supporters known as ‘casuals’ who wear designer clothes and do not wear the colours of the teams playing at football matches. John makes the decision to follow this fashion, even though he loves wearing his football shirt, because he wants to be part of that group. | **Example:** Brian meets some church-goers at his local gym. After discussing religion with them for a few hours, he decides there is a God and that he should start attending church. |
| **Change in** …. Behaviour/belief/Both**Personal beliefs remain…** Unchanged/Changed**Motivated by…**Group Acceptance/Realisation that the group is right**Done because…** Desire to fit in/ see the majority as being right**Change is…** public/private/both**Conformity type…** weak/strong**Time frame…**Temporary/Permanent  | **Change in** …. Behaviour/belief/Both**Personal beliefs remain…** Unchanged/Changed**Motivated by…**Group Acceptance/Realisation that the group is right**Done because…** Desire to fit in/ see the majority as being right**Change is…** public/private/both**Conformity type…** weak/strong**Time frame…**Temporary/Permanent  | **Change in** …. Behaviour/belief/Both**Personal beliefs remain…** Unchanged/Changed**Motivated by…**Group Acceptance/Realisation that the group is right**Done because…** Desire to fit in/ see the majority as being right**Change is…** public/private/both**Conformity type…** weak/strong**Time frame…**Temporary/Permanent  |
| **Write your own example of compliance:** | **Write your own example of identification:** | **Write your own example of internalisation:** |

**Types of Conformity**