**Types of conformity**

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| **Example of conformity** | **Type of conformity (compliance/ internalisation/ identification)** | **Motivation underlying the conformity**  |
| Despite knowing the dangers, Lisa tried a cigarette because her friends pressured her into trying one |  |  |
| 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 |  |  |
| 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 |  |  |
| Sheema was sitting in the doctor’s surgery full of people and noticed smoke billowing in from the next room. No one else around her raised the alarm, so neither did Sheema. She assumed it couldn’t have been an emergency |  |  |
| Everyone in sixth form used to think that having to wear a smart uniform was a bad idea. However, the head boy Liam, and head girl Steph managed to convince most people that it would help them be more productive in their lessons |  |  |
| Brett is not really interested in politics but most of the people at his University are left-wing. Brett told people he held left-wing views, until he left university and returned to not being interested in politics |  |  |

**Types of conformity**

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| **Example of conformity** | **Type of conformity (compliance/ internalisation/ identification)** | **Motivation underlying the conformity**  |
| Despite knowing the dangers, Lisa tried a cigarette because her friends pressured her into trying one | **Compliance** |  |
| 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 | **Internalisation** |  |
| 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 | **Identification** |  |
| Sheema was sitting in the doctor’s surgery full of people and noticed smoke billowing in from the next room. No one else around her raised the alarm, so neither did Sheema. She assumed it couldn’t have been an emergency | **Internalisation** |  |
| Everyone in sixth form used to think that having to wear a smart uniform was a bad idea. However, the head boy Liam, and head girl Steph managed to convince most people that it would help them be more productive in their lessons | **Internalisation** |  |
| Brett is not really interested in politics but most of the people at his University are left-wing. Brett told people he held left-wing views, until he left university and returned to not being interested in politics | **Identification** |  |