**Homework: Reasons why people conform & Types of Conformity**

**Task 1:** *Carry out an internet search on the following terms and write a definition for each in the space provided*

Social influence

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Conformity

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Obedience

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**Task 2: research what is meant by informational social influence and normative social influence in conformity, and define them below**

* **Informational Social Influence:**
* **Normative Social Influence:**

1. Give **two** real life examples of where someone may conform due to informational social influence

Example 1: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Example 2: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. Give **two** real life examples of where someone may conform due to normative social influence

Example 1: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Example 2: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Task 3:** *Read page 2 in your text book. Define what is meant by Compliance, Identification and Internalisation as proposed by Kelman and give examples below:*

|  |  |  |  |
| --- | --- | --- | --- |
|  | Compliance | Identification | Internalisation |
| Definition |  |  |  |
| Example 1 |  |  |  |
| Example 2 |  |  |  |

**Task 4:** *Now decide which type of conformity the examples below demonstrate (ring the right answer):*

1. Joining the Green Party *compliance / internalisation / internalisation*
2. Wearing a suit to a business meeting *compliance / internalisation / internalisation*
3. Not smoking while with a group of non-smoking friends *compliance / internalisation / internalisation*
4. Joining the freemasons *compliance / internalisation / internalisation*
5. Joining a yoga group *compliance / internalisation / internalisation*
6. Sitting quietly in a cinema *compliance / internalisation / internalisation*
7. Joining a church *compliance / internalisation / internalisation*
8. Not swearing when you’re with your grandparents *compliance / internalisation / internalisation*
9. Becoming a belieber *compliance / internalisation / internalisation*
10. Joining an animal rights demonstration *compliance / internalisation / internalisation*