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| The role of social influence processes in social change | |
| Compliance vs Internalisation | |
| Social cryptoamnesia | |
| Snowball effect | |
| Lessons learnt from obedience-gradual commitment | |
| **Evaluation** | |
| Consistency |  |
| Acting out of principle |  |
| Sacrifices |  |
| Social trends |  |
| Snowball effect |  |
| Social cryptoamnesia |  |