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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 |  |