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| **Types of conformity** | | | | |
| Compliance | Identification | | | Internalisation |
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| **Explanations of conformity** | | | | |
| Normative social influence | | Informational social influence | | |
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| Normative social influence can explain the results of conformity studies in unambiguous situations e.g. Asch. | | Informational social influence can explain conformity in ambiguous situations in which both public and private agreement occurs e.g. Sherif | | |
| Criticisms of Asch’s study ONLY if directly linked back to the explanations. | | Asch variations support i.e. difficulty of the task | | |
| **Difficulties in distinguishing between compliance (normative social influence) and internalisation (informational social influence).**  It is assumed that a person who publicly agrees with a majority yet disagrees in private must be demonstrating compliance. However it is also possible that acceptance has occurred in public yet dissipates later when in private because they have forgotten information given by the group or because they have received new information. It is also assumed that a person who agrees with the group in public and in private much have internalised the views of the groups. However it is possible that the individual may actually have been merely complying in public but as a result so self-perception (“I agreed with the rest of the group, therefore that must be what I really believe”) they come to subsequently accept that position as their own. | | | | |
| **Individual differences**  Research shows that NSI does not affect everybody in the same way. Some people are less concerned with being liked and some are more and are called nAfilliators and have a greater need for ‘affiliation’. McChee (1967) found that students who were nAfilliators were more likely to conform. This shows that the desire to be liked underlies conformity for some people more than others. | | | **Individual difference**  Asch found that students were less conformist (28%) than other participants (37%). Perrin and Spencer (1980) conducted a study involving science and engineering students found very little conformity which criticises informational social influence | |