- Norm based: using in group as yardstick, valuing information from shared identity members
- Interpersonal: doing what those who you deem useful/valuable tell you e.g. doctors

What extent do they apply online?
-differs online as opposed to offline:

Compliance: less identifiability low accountability = less influence. Don’t have to worry about people dislike, consequences

Norm based: activation of social identity = more influence. Congregate fashion

Interpersonal- less familiar with sources = less influences of arguments and information

Summary
- Lack of physical proximity, online groups still very group-y
- Drivers many online effective: disclose more hidden extreme views, gregarious and outgoing
- Highly conducive context
- ID in usage and preference e.g. personality traits:

Attractiveness, need for cognition, social anxiety, persuasion: techniques effective?