• **Difficulties distinguishing between compliance and internalisation**
- It is assumed that when an individual agrees publicly with the majority position but disagrees in private, that they are complying. However, this may not be the case as the individual may have internalised the position but forgotten the information given to them by the group, causing their beliefs to dissipate, or new information may have changed their view.
- Furthermore, it is assumed that if an individual agrees both publicly and privately that they have internalised the view. However, they may have been complying in public but as a result of self-perception, they have accepted the position as their own.

• **Research support for normative influence**
- US research has shown the relationship between people’s normative beliefs and the likelihood of them taking up smoking.
- Linkenbach and Perkins found that when adolescents were simply exposed to the message that the majority of their age peers did not smoke, they were less likely to take up smoking,
- Schultz found that when hotel guests were exposed to the message that 75% of guests reused their towels every day, they improved energy conservation and reduced own towel use (requiring fresh towels) by 25%.
- Socioeconomic impact.

• **Research support for informational influence**
- Wittenbrink and Henley found that participants who were exposed to negative information about African Americans (which they believed was the majority position) they later reported more negative beliefs about a black individual.
- Fein demonstrated the impact of informational social influence on political opinions, as when participants were exposed to reactions of their “fellow participants” on candidates’ performances on presidential debates, their judgements of candidates’ performance largely shifted.

• **Normative influence may not be detected**
- Nolan found that when people were asked about what factors had impacted their own energy conservation, they believed their neighbours’ behaviour was the least significant factor. However, this was the most significant factor.
- This suggests that people rely on beliefs of what should motivate them so under-detect the impact of normative influence.