

ISI-Informational social influences

- This is when an individual uses influences around them to achieve normal behaviour similar to everyone around them
- This is based on the assumption that everyone else is right



CONFORMITY

SOMETIMES THE ONLY WAY TO STAND OUT
IS TO MAKE A COMPLETE ASS OF YOURSELF.

RSI-Referential social information

- This is references in your environment used to act in the same way as everyone else, this objects and things though rather than the behaviour of others making this different from ISI



CONFORMITY

Doing what everybody else is doing can be cool.

The purpose of uniforms

- Uniforms have many functions
- They identify rank within the public services
- They give individuals a sense of belonging and pride in wearing their uniform
- May carry badges, insignias etc. that help identify that persons life, career, rank etc.
- They help make all individuals involved look more identical, especially when they perform correlated movements (drills)