CONFORMITY: TYPES AND EXPLANATIONS

Types of conformity

Herbert Kelman (1958) – three ways in which people conform to the opinion of the majority.

1. **Internalisation**: A person genuinely accepts the group norms. A private as well as public change of behaviour/opinions. Change is likely to be permanent. Change in behaviour/opinions persist even in the absence of other group members.

2. **Identification**: Conforming because there is something about the group that we value. We identify with the group, and want to be part of it. We may publically change our opinions, but not privately.

3. **Compliance**: Going along with others in public, but not privately changing opinions/behaviour. Only a superficial change. A particular behaviour or opinion stops as soon as the group pressure stops.