Definitions of social influence, conformity and obedience

Social influence
When our thoughts and behaviours are affected by the views and behaviours of people around us.

Conformity
Refers to a change in our behaviour or our attitudes because we are influenced by other people, even though they are not trying to force us to change. There are three types: Compliance, identification and internalisation.

Obedience
Refers to a change in our behaviour because we are directed to do so by another person, even though we would not choose to behave in the way we are directed. The person who gives the order usually has power or authority.