**Explanations of conformity:**

**Normative Social Influence:** is the result of wanting to be liked and be part of a group (by following social norms)

* NSI is related to compliance which means you behave like the majority without really accepting its point of view. Psychologists have called this type of conformity compliance.
* Another reason may be that you want to follow the crowd and need for companionship and fear of rejection.

**Informational Social Influence:** is the result if wanting to be right-looking to others for the right answer.

* Internalisation: A person changing for its good
* This is most likely to occur when the situation is ambiguous.
* Another reason may believe others be experts or knowing more than us.

**Social Impact Theory:** states that the likelihood that a person will respond to social influence will increase with *strength* (how important the influencing group is; *immediacy* (how close it is) and *number (*how many member it has).

* Number: the more people present, the more influence they will have on an individual. However, the rate of increase in impact grows less as each individual is added.
* Strength: the more important the people are to the individual, the more influence they have.
* Immediacy: each individual can influence others; but the more people that are present, the less influence any one individual will have.