

KELMAN (1958):- Proposed 3 types of conformity:

1) COMPLIANCE

2) INTERNALISATION

3) IDENTIFICATION

WHAT IS COMPLIANCE?

Going along with others to gain their approval or to avoid their disapproval.

I.e. watching Horror movie with your friend even when you do not like it.

WHAT IS INTERNALISATION?

Going along with others because you have accepted their point of view because it is consistent with your own.

WHAT IS IDENTIFICATION?

Going along with others because you have accepted their point of view but only because of a desire to be like them.