## Types of Social Influence



Whether we realize it or not, our behavior and habits are influenced by other individuals in





**Compliance** 

society.

## **Conformity**

Individuals bring about Obedience is change in thoughts, behavior and habits in one's behavior order to belong or fit in with a command group or whom they look upon authority figure. as a superior.

- Informational Social Influence
- Normative Social Influence

## **Obedience**

social the In a their quality of bringing setting, we feelings, about a change in comply or and follow conform, habits by obeying a in order to be that like has more a person been put forth by an them.

Constructive

 Destructive Obedience





Types of social influence on behavior is a very interesting and an important topic in social psychology. It goes on to show us that even though individuals might consider themselves to possess qualities of uniqueness, when studied, their behavioral patterns are not very different from other individuals.

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