


TABLE 8.1 Four Forms of Social Influence

Type of Social Influence	Description	Amount of Pressure
Imitation	Behavior change in the absence of social pressure.	No pressure
Conformity	Behavior change in response to real or imagined social pressure.	
Compliance	Behavior change in response to an explicit request to perform some action.	
Obedience	Behavior change in response to a demand to perform some action.	

Social influence varies according to how much pressure is involved. Imitation involves no pressure, conformity involves peer pressure, compliance involves an explicit request to perform some behavior, and obedience is a response to a direct order to perform some action.

