smoking occurs because of normative influence. In contrast, if a person smokes when he is alone as well as when he is out with his friends, we assume that identity influence is operating (the person thinks smoking makes him sophisticated and mature) or informational influence is operating (the person thinks smoking calms his or her nerves).

Table 8.2 summarizes the three forms of social influence we have distinguished. As you can see, associated with each form are variables pertaining to the person who is being influenced (termed personal variables) and to the person or group who is the source of influence (termed the influencing agent). Informational influence is most apt to occur when we lack experience or knowledge and other people are considered experts. Normative influence is most apt to occur when we are particularly in need