Social influence:

How people change behaviour to meet the demands of a social environment

Triggers:

- Conformity : matching attitudes belief and behaviours
- socialisation: internalising the norms of and ideologies of society through teaching and learning
- Peer pressure,
- obedience,
- leadership,
- persuasion,
- sales and marketing

Variaties:

People can be categorised in different varieties based on their intentions there are three varieties :
1. Compliance is when people appear to agree with others but actually keep their dissenting opinions private.
2. Identification is when people are influenced by someone who is liked and respected, such as a famous celebrity.
3. Internalization is when people accept a belief or behavior and agree both publicly and privately

Our goal:

What we should work on in this project:
influence to accept information from another as evidence about reality

Theories:
Theories: there are different types of theories that can measure the social influence:
Here I just name them
//please tell me if it's needed to describe them
- Social impact theory
- Cialdini's "weapons of influence"[edit]
- Unanimity
- Status
- Culture
- Emotions

 for our work the most important theory described as below

Social impact theory:
Social impact theory was developed by Bibb Latané in 1981. This theory asserts that there are three factors which increase a person's likelihood to respond to social influence:[15]
- *Strength*: The importance of the influencing group to the individual
- *Immediacy*: Physical (and temporal) proximity of the influencing group to the individual at the time of the influence attempt
- *Number*: The number of people in the group
Based on this theory we can measure the number of people who are in the group and we can say declare our social