

Types of Influence

Psychology

Compliance, identification and internalisation — how deep each goes.

Kelman's three levels.

Type	Motive	Lasts
Compliance	Reward or punishment	Only while observed
Identification	Wanting to be like the group	While the relationship lasts
Internalisation	Genuine belief change	Permanently

Minority influence works through internalisation: a consistent, committed minority changes what people actually believe.