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Abstract: This book chapter is a contribution to a sociology text with contributors coming from Edo State University and University of Ibadan. The contribution here is that as human beings we are usually controlled by social norms which show institutionalized behaviour. However, there is certain social behaviour that is spontaneous, and unstructured; they constitute collective behaviour. Two theories, the Social Contagion Theory and the Emergent Norm Theory are employed in showing forms of collective behaviour such as panics, crowds, fashions, rumour, public opinion and social movements. It concludes that collective behaviour is a part of everyday life of a society, which views the world from the standpoint of action, of constant regrouping and continuously changing perspectives.