



# Social Pressure Experiment

## Q2. What factors make conformity less likely to occur?



**Group of people**



**Situation**

# Possible Experiments



## What was our test?

- 'SKBN' → Testing students conformity

Following students conformity, we planned to test the students who take psychology this year, including P1 and P5. In this time, students mostly think the first priority now is grade, so we make a target by relating to grade.

## (Do you guys remember the email that Mr. Harris sent you about few weeks ago about extra point?)

We conducted the experiment about question 2. We asked Mr. Harris to tell the students that during Thursday academic support, there will be a pop quiz. However, it is not a simple pop quiz. To test students conformity, we made a condition, which is, if nobody comes, everyone gets an A but if more than **four people** come, only that person gets an A. Truly, through this experiment, we can see see “**trust**” is something that **prevents conformity**. As the experiment can test students conformity, coincidentally, we also can test and see students **conscience**.



Dear P1 and P5 Psychology.  
Between now 9:48 AM and 11:59 PM tonight.

You all have the opportunity to gain extra points on the upcoming unit 4 test. How?

If you email me the letters "SKBN" to [nharris@kis.ac](mailto:nharris@kis.ac). In the subject please write SKBN as well. You will be given 7 extra points on the test.

However, if more than "4 people" from the 2-classes email me. No one will receive any extra credit points at all.

Furthermore, if NO ONE (0 students) emails me the letters code, SKBN, from any of the classes, ALL students will receive a 3% boost on the upcoming test.

I will never reveal who did and did not email me at any point and time.

# Conformity?

Conformity is matching behavior or attitude to group politics. However, to define conformity as a slightly different definition, we define as matching behavior or attitude to group. Since there are variety of other students who they have their own personality and traits so we thought there will be bunch of different data and we thought this experiment will truly make us to clarify and be certain about the word 'conformity'.

As the whole two period of class needed to match their behavior to get earn extra point equally. 'Will trust shake their minds?' was our essential question and the answer we wanted to identify.



# Simple Prediction

For our experiment, we both had different opinion about it. Ashley thought there will be more than 4 people sending the email and John thought there will be less than 4 people so people can equally earn the extra point.

**Hypothesis:** If Mr. Harris sends out an email about extra points, the majority of the class will send the email because they can't trust each other.

## Challenges during experiment



### Test subject

As we conduct the experiment based on a whole group, we were not able to focus and test on one person, and we needed to test as a whole group.



### One result

As we test as a whole group, there was only one result coming out, and that was hard to make the exact result.

# Interview

## Interview Questions

1. How did you feel when you first saw the announcement by Mr. Harris?
  - a. Can you describe your feeling?
2. What did you choose to do? Send or stay still.
3. Did you predict the result?
4. Did you ask any of your friends about this email?
  - a. ex) Did you planned to send a message?

Interview from: Mario Ghim

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## What is our result?

9th grade boy	1	11th grade boy	0
10th grade boy	1	11th grade girl	0
9th grade girl	3	12th grade boy	0
10th grade girl	3	12th grade girl	0

As the picture in left shows, there were **one** 9th grade boy, **one** 10th grade boy, **three** 9th grade girls, and **three** 10th grade girls.

As there were more than four people, no one received extra point or either able to take a test.

**Some challenges we faced:** There were no 'real' challenges that we faced, but we were afraid that all the students might really conform to a group that says 'lets not send emails'. If so, our experiment might have become a failure.

## After the experiment...



**A moment of notable success:** When we opened the email that came from Mr. Harris and found out that 8 individuals sent 'SKBN', we were thrilled since it proves our claim that trust is something that makes conformity less likely to occur.

**Conclusions about human behavior:** We drew the conclusion that most people would conform to the group and choose not to send the email. However, trust was a thing that prevents conformity from happening since they were probably afraid that someone else from themselves would send the email and get the extra point.





**THANKS!**

Does anyone have any questions?

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<b>Criteria:</b>	<b>4 (As)</b>	<b>3 (Bs)</b>	<b>2 (Cs)</b>	<b>1 (Ds)</b>
<b>Experiment Design</b>	You formulated a unique, focused hypothesis and a detailed research plan relevant to social pressures.	You formulated a hypothesis and a research plan relevant to social pressures.	You formulated a somewhat unclear hypothesis or a research plan notably lacking in specific details.	You formulated a very unclear / inaccurate hypothesis, or, a severely simplistic research plan.
<b>Data Collection</b>	You record and organize a sufficient amount of quantitative data and/or qualitative descriptions related to your experiment. You thoroughly address potential challenges or problems related to your data collection process.	You record and organize quantitative data and/or qualitative descriptions related to your experiment (which may be slightly insufficient to draw conclusions from). You address potential challenges or problems related to your data collection process.	You record and organize quantitative data and/or qualitative descriptions related to your experiment (which is insufficient). Your description of potential challenges or problems related to your data collection process is notably lacking in specific details.	You attempt to record and organize quantitative/qualitative data related to your experiment but your data is incomplete and your description of potential challenges or problems related to your data collection process is sparse and simplistic.
<b>Ethics</b>	You accurately and completely address all potential ethical problems potentially associated with your experiment plan.	You address most potential ethical problems potentially associated with your experiment plan.	You address ethical problems potentially associated with your experiment plan, but some are clearly missing or misunderstood.	You attempt to address ethical problems potentially associated with your experiment plan, but some are clearly missing or misunderstood.
<b>Reflection</b>	You thoroughly explain the results of your experiment, providing substantive or	You explain the results of your experiment, providing reflections about social	You state the results of your experiment, providing reflections about social	You attempt to state the results of your experiment but your reflection