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The Permanence of Changing Views Due to Social Influence in University Students

Conformity involves changing one’s beliefs or behaviors in order to fit in with a group. The following experiment looked at normative conformity and whether a change in opinion would be permanent or transient. This was done by asking Introduction to Psychology students at Weber State University to rate faces based on a 10-point Likert scale, where 1 = very unattractive and 10 = very attractive. They were then given an alleged average rating by students from their local university, which could be the same rating as the participants, 3 points below, or 3 points above their rating. The participants were then asked to complete the survey a second time 1 day, 3 days, or 5 days after their initial rating. We predicted that the students’ ratings would be affected by the conformity at day 1 and day 3 but not after day 5. Conformity was found to only impact participants at day 1.