UDK 159.95.51:159.922.27
Research Article
https://doi.org/10.46630/gpsi.20.2023.02

Does Conformity Really Exist? Examination of Informational Social Influence in the Recognition of the Color Order[1*]

Milica Đorđević, Nebojša Milićević**
Department of Psychology, Faculty of Pilosophy, University of Nis, Serbia

Abstract

This research examines the informational social influence in situations involving the recognition of the color order. Also, this study examines the differences in selection of the stimuli between the two measures: in the first measure there was no answer from the artist, and in the second, there was. The sample consists of 50 subjects, ages 18 to 65 years (M = 41.5, SD = 15.8). In the first phase, the subjects were shown standard stimuli lasting 1 second, and their task was to remember them and then recognize them among the four offered examples that they were exposed to for 3 seconds. The second phase was identical to the first, and the only difference was the presence of a response given by the artist. The results show that 23% cases were influenced by conformity. The analysis of the subject's responses to the variable "stimulus selection" shows that there is a statistically significant difference in the average selection of stimuli between the situation with and without the artist's response ($t(49) = -3.06$, $p = .004$, $d = -0.432$). A negative t-test value shows that subjects would choose the stimulus that the artist marked as correct more often in the situation when it is listed. Further research is recommended that would include the use of a more homogeneous sample in terms of age, the use of experimenter associates and insisting on the personal importance of the involvement of research participants.

Keywords: conformity, informational social influence, stimulus selection, recognition of the color order

[1] Part of the data was presented at the XXIX Scientific Conference Empirical Studies in Psychology, 2023.
Corresponding author: m.djordevic-19617@filfak.ni.ac.rs
Acknowledgement: The paper is prepared as a part of the project Applied psychology in the function of the quality of life of an individual in the community, conducted at the University of Niš – Faculty of Philosophy (Teaching & scientific council resolution No. 455/1-1-6-01).
[*] Please cite as: Đorđević, M., & Milićević, N. (2023). Does Conformity Really Exist? Examination of Informational Social Influence in the Recognition of the Color Order. *Godišnjak za psihologiju, 20*, 25-36. https://doi.org/10.46630/gpsi.20.2023.02.
[**]https://orcid.org/0000-0003-3289-3088

Does Conformity Really Exist? Examination of Informational Social Influence in the Recognition of the Color Order

Conformity is a type of social influence that researchers began to pay attention to with the appearance of the first experiments in social psychology and that manages to maintain their interests even today. The results of the research (Asch, 1955, 1956; Baron et al., 1996; Đorđević, 2022; Crutchfield, 1955; Sherif, 1937; Rot, 1960; as cited in Rot 2015) done so far show that conformity is a powerful phenomenon, but all of them are showing weakness, which is reflected in the fact that they do not confirm the existence of the conformity phenomenon, but only presume that it exists. This study introduces the variable stimulus selection into the field of conformity, with the purpose of solving this problem. Therefore, in addition to the basic problem that is present in all studies of conformity, this study goes a step further and examines the problem that offers additional and direct confirmation of the phenomenon of conformity, in order to get to the fundamental knowledge. The aim of this research is to examine informational social influence with a judgment of the supposed artist in the situation of recognizing the order of colors. Also, this study deals with examining differences in stimulus selection, which is recognized as accurate by the supposed artist, between the two measures: in the first, there is no answer given by the artist and in the second, there is one.

Conformity

Researching conformity began with the appearance of the first experiments in social psychology, and the first study of conformity, Moore's experiment in 1921. stands out (Moore, 1921). The need for social psychologists to research conformity, in its many forms, is stable until this day and many creative and new studies can be found in this field. The reason for studying conformity is the power that social influence has on individuals and crowds (Sulejmanović, 2019), as well as the need to resolve many contradictions that exist in the current knowledge of this phenomenon or to discover novelties that would lead to the opening of new questions about the phenomenon of conformity and to direct future researchers towards new trends of studies in this area.

A comprehensive and whole definition of conformity stands out in Rot's (2003) understanding: conformity means accepting crowd behavior or behavior of the majority because the group demands and expects that kind of behavior or because it presents it as a type of behavior, that is, conformity means readiness to accept direct and indirect group influence, even when there are no realistic and rational reasons for that. Regarding the difficulties, while trying to find one all-encompassing definition of conformity, theorists were coming to different classifications of conformity because they were starting from different criteria. According to the division that takes the form of manifestation as a criterion of distinction, we distinguish conformation that is manifested verbally and conformation that is manifested in action (Rot, 2015).

The next division is into practical conformation and real or complete conformation. One of the mostly studied conformity divisions starts by identifying different kinds of conformity. This gives its two forms and those are normative social influence and informational social influence (Deutsch & Gerard, 1955).

Informational social influence

Informational social influence occurs when we conform to others because we believe that their interpretation of the situation is more accurate than ours, which leads to the behavior and opinion of others becoming a guide that directs us to future actions (Baron & Branscombe, 2011; Deutsch & Gerard, 1955). One of the important features of informational social influence is that it leads to personal acceptance, which means people conform to the behavior of others because they really believe that they are right (Aronson et al., 2005). The best-known example which represents the basis for future research puts in the center of its interest informational social influence; it is Sherif's study on the autokinetic effect (Sherif, 1937). When talking about informational social influence, it is essential to mention the conditions that promote its occurrence. The first and most important condition is the ambiguity of the situation, so that the less clear and more ambiguous the situation, the greater the probability that informational social influence will occur (Aronson et al., 2005). The next condition is the degree of risk of the situation. In situations that require risk, we usually don't have time to think, we aren't sure how to act and sometimes we feel scared and panic, so our only natural reaction is to react as other people do. The final condition is the expertise of other people. The more expert and informed someone is regarding a particular event, the more they will be trusted, respectively, there will be greater conformity to such a person. In certain situations, a person can resist informational social influence, respectively she/he can remain immune to its effect. Taking into account that informational social influence has an effect on a person's behavior and their interpretation of reality, when deciding whether to conform to it, a person takes into consideration whether it is legitimate or accurate. If it is not, the person remains immune to it (Aronson et al., 2005).

Review of previous research

Moore's (1921) examination of the influence of majority and expert opinions on individual judgments represents the first experimental investigation of conformity. It was followed by the appearance of many other experiments in this area, such as Sheriff's experiment, Ash's experiment and others. In Moore's experiment, 95 participants were given a task to decide between two statements, choosing the one that they agreed more with. In the first phase, the participants made an independent choice, and then this phase was repeated after two days, with the aim of determining whether there were significant changes in the attitudes of the participants. The next

phase was carried out after two and a half months, but before that, participants were informed about the choice made by the majority. The last phase was held after two days and was similar to the previous one, but now participants were given a suggestion about the opinion of an expert, who represented a group of people with adequate knowledge about a certain type of judgments. The conclusions reached in this research show that the opinion of the majority and the opinion of experts have an equal influence on ethical and musical judgments, while the influence of the majority was stronger in the situation of linguistic judgments about everyday life.

Sherif's (1937) experiment is based on the illusion of movement of a stationary bright point observed in complete darkness, the so-called autokinetic effect. Subjects were asked to look at a small bright dot about 4.5 meters away from them in a dark room, and then they were asked to estimate how much the bright dot moved. The dot didn't move at all, but during 100 trials the subjects achieved their own stable estimation that differed from person to person and ranged from 2.5 cm to 25 cm. A few days later, the subjects had to judge the movement of the bright spot again, but this time they were in the same room with two or three subjects who gave their answers verbally and after them. The obtained data showed that the size of movement of the bright spot depended on whether the respondents made the estimations independently or in the presence of other respondents. When respondents made estimations in a group, they were more similar to the estimations of other respondents than when they made estimations independently.

Asch (1955, 1956) conducted an experiment to find out whether people would conform in situations when the group's evaluations were clearly wrong. There were between 7 and 9 participants in the group, and the critical subject represented the minority against the unknown majority that were giving wrong answers. The subjects' task was to name which of the three lines was identical to the standard line. The critical subject was the penultimate one to answer. Asch came to the conclusion that almost 37% participants tended to accept the incorrect answers of the group if the other members were united in their answer. In a situation where another critical subject was introduced whose answers could be influenced by the answers of associates, the percentage of respondents who complied dropped to 10.4%. Moreover, in the situation where another critical subject was introduced, who was reminded to always give the correct answers, the percentage of participants who complied dropped to 5.5%. After the experiment was over, critical subjects were interviewed about the reasons for conforming. Based on their answers, we arrive at three categories of respondents who succumbed to pressure - distortion of perception, distortion of judgment and distortion of action. The first category includes participants who had distortions of perception and who claimed to have seen as the majority saw. The second category includes participants who experienced distortion of judgment. Most of the participants belong to this group, they were aware that they saw differently, but they believed that the majority were right, and that they were wrong due to some special circumstances such as poor eyesight, the position from which they evaluated, etc. Elements of informational social influence can be observed in relation to them, because they believed the majority's assessments and therefore corrected

their own. The third category includes respondents who experienced a distortion of action, namely those who firmly believed in the accuracy of their assessment, but conformed because they didn't want to differ from the majority.

Crutchfield (1955) conducted an experiment in which he investigated whether conformation can occur during indirect contact between group members. He studied the influence of majority opinion on various contents, such as perception, beliefs based on scientific authority, opinions and attitudes about social phenomena, self opinion, etc. Crutchfield's technique consisted of forming a group of five subjects who were sitting in the same room, separated from each other by side partitions that allowed them to view a common screen on which the content to be judged was displayed. Subjects expressed agreement or disagreement with certain content by pressing a button, and before giving their answer, they could see the answers given by other subjects. These were not real answers from other subjects, but pre-planned answers prepared in advance by the experimenter. By this procedure Crutchfield showed that the majority presented by an individual, can have an influence on individual judgments.

Rot (2015) conducted research in which he showed that conforming can also occur under the influence of an abstract majority, respectively of the majority that is only said to exist. He examined how much influence a fictitious majority can have on different types of judgments, namely judgments based on perceptual evidence, logical evidence, scientific authority, subjective experience and affective relationship (Rot, 1972; as cited in Rot, 2015). The results of this research showed that the fictitious majority leads to conformity, but that the strength of its influence differs depending on the type of judgment in question. The smallest influence of the fictitious majority was on perceptual judgments, while it was slightly greater on logical judgments, judgments on own behavior and judgments on affective relationships. The greatest influence was manifested in judgments based on scientific authority.

Baron et al. (1996) conducted a study in which participants were tasked with identifying a suspect. A total of 95 participants had thirteen tasks in which they were first shown a male figure of the suspect, in the form of schematized persons, and then they were shown four figures, among which there was the previously shown suspect. The presentation of the stimuli was time-limited to half a second. In the seven critical trials, three collaborators participated who gave wrong answers, but the same answers anteceded the participant. By quickly presenting stimuli and introducing associates who were giving wrong answers there was a vague, unstable and uncertain situation, which favored the manifestation of informational social influence. In addition to this, the researchers varied the importance of the tasks and sought to determine whether informational social influence would be greater in a situation of high or low importance. In a situation of high importance, the respondents were told that they were participating in a test of the ability to recognize suspects and that their results would be used by the police and the court to distinguish between good and bad eyewitnesses. Participants were also told that the person who was most successful in recognition would receive $20. In the low-importance situation, subjects were told that this was the first suspect recognition study and that it examined how successful people were. The results of the research

showed that in a situation of low importance, conforming occurred in 35% attempts, while in a situation of high importance, conforming occurred in 51% attempts.

A more recent study dealt with examining the informational social influence of a fictitious majority in a face recognition situation (Đorđević, 2022). A total of 150 subjects had the task of remembering the face of a male adult, which has been shown in the first phase of the experiment, and then, in the second phase, to recognize that standard stimulus among four stimuli. The exposure time of the stimuli was limited, so that the standard stimulus was presented for half a second, while the stimuli from the second phase were presented for two and a half seconds. Time limits in the exposure of the stimulus were performed with the aim of making the situation tense, uncertain and ambiguous, in order to create conditions that favor the manifestation of informational social influence. In seven situations out of thirteen, participants were informed about the answer of the fictitious majority before giving their own answer. If the participant accepted the supposed answer of the majority, he would receive a point, and if he didn't accept the answer, he wouldn't receive a point. In this way, the value is operationalized on the conformity scale. This study is also significant in that it introduces the variable of recognition accuracy into the domain of conformity studies and comes to the conclusion that participants are more successful in recognizing faces when they don't receive information about the answer of the fictitious majority. The results of this study show that the rate of conformity with the answers of the majority is 33.1%.

Method

Sample and procedure

The sample of this research is convenient and consists of 50 subjects from the general population. Participants are distributed equally by gender which means that the sample is constituted of 25 females and 25 males. The age range of participants is from 18 to 65 years, with the average age being 41.5 years (SD = 15.8).

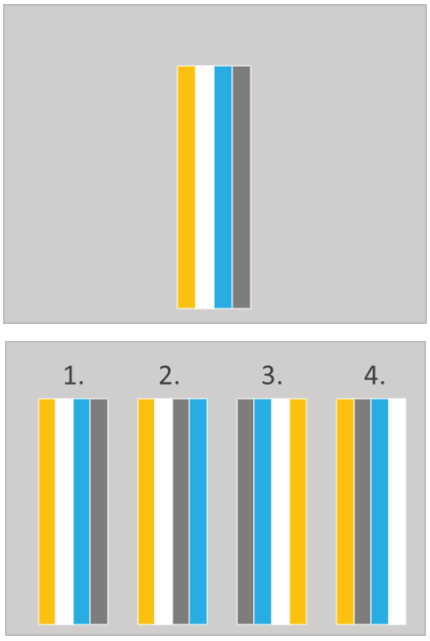
The experiment was conducted in natural conditions. The participants were alone in the room with the researcher and they had the task to memorize the stimuli which were presented on the computer monitor. Likewise, they had a list by which they reinforced the correct answers. At the beginning of the experiment, participants were told that research examines how good people were in recognizing colors and if their memory of colors is identical to the scientific authority in that area, namely the artist. They also received information that artists are extremely good at recognizing even the finest shades of colors and that it's important that they themselves be successful because their scores and scores from artists would be compared (to each other). Participants were first shown a picture of four colors lined up in a specific sequence, and this picture represented standard stimuli and its time of exposition lasted for one second. Their task was to memorize a specific sequence of colors representing standard stimuli and to try to recognize it between four stimuli, one of which was the right one. The time of exposition lasted three seconds. The experiment was conducted in two phases, and in both phases, participants were

exposed to the same stimuli. The one thing that was different in these two phases was the presence or absence of a response from a scientific authority. In the first phase of the experiment, participants were shown six situations in which they received information about the answer from the artist, but that answer was wrong. In the second phase of the experiment, participants were shown the same six situations, only this time they didn't receive information about the answer from the artist. If the participant conformed, he got one point and if there was no conformity, he didn't receive any points. This way, a possible range of scores on the variable of conformity would take values from 0 to 6, whereby, a higher score would indicate a bigger proclivity to conformity, while a lower score would indicate a smaller proclivity to conform. The goal of time limitation in stimuli exposure is to make the situation unclear, unspecified, and unstable, so the conditions that are characteristic for informational social influence to be manifested were created.

Stimuli

The stimuli material is made up of 24 pictures on which a specific color order is displayed and the material was constructed for this study. Six pictures represent standard stimuli, that is, the color order participants have to memorize and then recognize. The rest of the 18 pictures represent the color order where standard stimuli are exposed and its choice is considered to be wrong by participants.

Figure 1
Example of stimuli used in the study



Results

Table 1
Descriptive measures for variables used in the study

	N	*M*	*Mdn*	*SD*	*Min*	*Max*	*Sk*	*Ku*
Age	50	41.50	43.50	15.77	18	65	-0.14	-1.41
Stimulus selection 1	50	0.84	1.00	0.89	0	3	0.87	0.07
Stimulus selection 2/Conformity	50	1.38	1.00	1.14	0	5	0.65	0.48

Note. Sk – skewness, coefficient of asymmetry; Ku – kurtosis, coefficient of elongation; Stimulus selection 1 – the selection to the stimulus that the artist marked as accurate, measured in situations without an answer from the artist; Stimulus selection 2/Conformity – the selection to the stimulus that the artist marked as accurate, measured in situations with an answer from the artist.

Table 1 shows that variables stimulus selection 1 and stimulus selection 2/ conformity have the distribution of measures that do not deviate from normal (the range of values for skewness and kurtosis is +/-1). The distribution of measures on the age variable gives platykurtic distribution because the value of kurtosis is lower than -1. This indicates increased dispersion for results distribution.

Table 2
Distribution of achieved scores on the stimulus selection variable

The distribution of scores on the stimulus selection variable when there is a response from the artist.				The distribution of scores on the stimulus selection variable when there is a response from the artist			
Score	*N*	%	Cumulative %	Score	*N*	%	Cumulative %
0	21	42	42.0 %	0	21	26	26
1	19	38	80.0 %	1	19	30	56
2	7	14	94.0 %	2	7	28	84
3	3	6	100.0 %	3	3	14	98
				5	1	2	100.0 %

Table 2 shows that participants aren't represented on all scores of the stimulus selection variable, considering both measurement situations, respectively the one in which there is a response from the artist and the other in which there is no such response. It can be noted that there is a difference in the number, respectively percentage distribution of respondents according to the achieved score on the mentioned variable. When it comes to achieved values on the stimulus selection variable, in the case when there isn't a response from the artist, the participants are represented on negative extreme scores, while their number decreases as the value increases, so that score 4, 5 and 6 hasn't been achieved by anybody. Lower

values in the mentioned situation, i.e., values from 0 to 3 are achieved by 100% of participants, respectively the entire sample. When it comes to the situation in which there is a response from the artist, actually about the situation of conformity, participants are more concentrated towards the lower scores of this variable, and that with the increase in the value, the number of participants decreases. Almost a third of the sample, or 30% of participants, conformed only once. Lower values in the conforming situation, i.e., values from 0 to 3, have been achieved by 84% of participants, while higher values, i.e., values from 4 to 5, have been achieved by 16% of participants. Based on the obtained distribution of participants' responses in the situation that measured conformity, it can be seen that there were 13 participants who didn't conform even once, but also that there were no participants who conformed to the artist's response in all six situations. The average rate of stimulus selection in the measurement situation when there wasn't any response from the artist was 14.3%, while in the measurement situation when there was, respectively in a conforming situation, it was 23%.

It can be concluded that there is a statistically significant difference in an average expression for stimulus selection during recognition of the color order in situations without (M = .84, SD = .89) and with (M = 1.38, SD = 1.14) response from an artist ($t(49)$ = -3.06, p = .004, d = -0.432, 95% CI [-.72, -.14]). A negative value of the t-test means that participants are inclined to adapt their response to the artist's response in the second situation, respectively in the situation with an artist's answer. The size effect measure expressed through Cohen's d coefficient shows a medium or typical effect.

Discussion

Taking into account the results of previous research (Baron et al., 1996; Crutchfield, 1955; Đorđević, 2022; Levine et al., 2000; Moor, 1921; Sherif, 1937) which studied informational social influence, it can be seen that they always confirmed its effects, respectively they came to the findings according to which people tend to conform in unclear, uncertain and ambiguous situations. It is characteristic of previous research that the group exerting influence was represented in the form of several associates of the experimenter who gave answers before the naive participant (Asch, 1955, 1956; Baron et al., 1996; Sherif, 1937), while in a lower number of cases, it was about a group with which the participants didn't have direct contact (Crutchfield, 1955) or it is only said that this group exists (Rot, 1972; as cited in Roth, 2015; Đorđević, 2022). Moore's (1921) experiment is specific in that, in addition to the answers of the majority, he also introduces the answers of a scientific authority, as a representative of a group that owns extraordinary knowledge in the field for which it is an expert. As for this study, it went a little wider than standard conformation studies and used the artist's response as the influencing group. In this way, it remained faithful to Moore's way of examining conformity and gave researchers an incentive to show their creativity when choosing a group that exerts influence. In this study the average rate of conformity is 23%. Taking

into consideration that as stimuli pictures showing colors were used that represent the kind of perceptive stimuli, the given rate of 23% of participants who conformed is lower than found in previous research findings in which some kinds of perceptive stimuli were used. The obtained conformity rate didn't pass 30% in those previous studies (Asch, 1955, 1956; Baron et al., 1996; Đorđević, 2022; Crutchfield, 1955; Sherif, 1937; Rot, 1960; as cited in Rot 2015). Something similar occurred in Moor's (1921) experiment, where the percentage of subjects conformed with linguistic judgments was significantly lower in situations when they were influenced by supposed scientific authority, then when they were influenced by supposed majority. Taking into account the existence of such findings, the recommendation for future researchers is to devote themselves to discovering the reasons that lead to the appearance of a slightly lower rate of conformity with the judgment of the artist, when it comes to a certain type of stimulus.

The goal of introducing the variable stimulus selection in the field of conformity is to provide additional and direct support to the phenomenon of conformity, because it provides results on whether participants more often chose the supposed answer of the artist in cases when it was mentioned or when it wasn't presented. Results show that in a situation in which there was an answer from the artist in 23% cases conformation occurred, while in a situation in which there was no answer from the artist in 14.3% cases, there was a matching of the answer between the artist and the participants. The hypothesis of this research, which speaks of the existence of a difference in stimulus selection between two series of measurements – the first in which the artist's response doesn't exist and the second in which it exists, has been confirmed. This result was obtained by using a *t*-test for dependent samples. On the basis of this finding, where the answers of the supposed artist are more often chosen when they are given, it can be concluded that the subject of this study describes conformity, and not something close or similar to it.

Conclusion

One limitation of this study is related to the group exerting influence towards conforming which is presented in the form of an artist. As already mentioned, Moore (1921) also had some difficulties with this group. Together with this, there is a potential limitation of the study, and the question asked is the following: "Should the majority that influences be exclusively used in the research of conformity or several associates of the experimenter, or conversely, should the researchers be given the liberty to show their creativity?". The recommendation for future researchers is a more detailed direction for trying to solve this problem so in that way they can come to solid and established findings about the actual nature of the group making an influence to conform. They should also make an effort to uncover the reasons that contribute to a lesser rate of conformity with the judgment of scientific authority when it comes to a specific kind of stimuli. Another limitation of this study is the one that refers to all experimental research, that is the external validity of results (Fajgelj, 2004). The exposure of pictures showing colors in a specific order with limited exposition time and giving information about the answer by an artist increased the artificiality of the

situation. In this way, the phenomenon of conformity is plucked out from its natural context. The age range of the sample is quite wide, it includes participants from 18 to 65 years old. So, one of the recommendations for future researchers is to examine the phenomenon of conformity on more homogeneous groups in terms of age and compare them with each other. In this study, supposed answers given by artists were used, so the conditions in which it was possible to manifest conformity were created. Future research could be directed towards including associates that would present a united answer, prior to a naive participant, about the stimuli that they recognize as a standard. In this way, besides introducing time limitation in stimuli exposure so the situation could be made unclear, unspecified, and unstable, that is, made convenient to manifest informative social influence, there would also be associates who would perform additional pressure to conform. This would create a normative social influence. The combination of both kinds of social influences could lead to a greater tendency to conform. Another possibility that could lead to a higher percentage of conformity is insisting on the personal importance of the involvement of research participants, because in this way they can become more motivated to give more accurate answers on a given task. This was successfully conducted in the study of Baron and associates, in a way of accentuating participants' answers and giving monetary compensation to the most successful in recognizing the suspect (Baron et al., 1996).

References

Aronson, E., Wilson, T. D., & Akert, R. M. (2005). *Social psychology.* Mate d.o.o.

Asch, S. (1956). Studies of Independence and Conformity: A Minority of One Against a Unanimous Majority. *Psychological Monographs: General and Applied, 70*(9), 1–70. https://doi.org/10.1037/h0093718

Asch, S. E. (1955). Opinions and social pressure. *Scientific American*, *193*(5), 31–35. https://www.jstor.org/stable/24943779

Baron, R., & Branscombe, N. (2011). *Social psychology*. Pearson Education.

Baron, R. S., Vandello, J. A., & Brunsman, B. (1996). The forgotten variable in conformity research: Impact of task importance on social influence. *Journal of personality and social psychology*, *71*(5), 915–927. https://psycnet.apa.org/doi/10.1037/0022-3514.71.5.915

Crutchfield, R. S. (1955). Conformity and character. *American Psychologist, 10*(5)*, 191–198. https://doi.org/10.1037/h0040237*

Deutsch, M., & Gerard, H. B. (1955). A study of normative and informational social influences upon individual judgment. *The journal of abnormal and social psychology, 51*(3), 629–636. *https://doi.org/*10.1037/h0046408

Đorđević, M. (2022)*. Ispitivanje informacionog socijalnog uticaja fiktivne većine u situaciji prepoznavanja lica.* [Examining the informational social impact of a fictitious majority in a face recognition situation.] [Master rad, Filozofski fakultet u Nišu].

Fajgelj, S. (2004). *Metode istraživanja ponašanja.* [Behavioral research methods.] Centar za primenjenu psihologiju.

Levine, J. M., Higgins, E. T., & Choi, H. S. (2000). Development of strategic norms in groups. *Organizational behavior and human decision processes*, *82*(1), 88–101. https://doi.org/10.1006/obhd.2000.2889

Moore, H. T. (1921). The comparative influence of majority and expert opinion. *The American Journal of Psychology*, *32*(1), 16–20. https://doi.org/10.2307/1413472

Rot, N. (2003). *Osnovi socijalne psihologije.* [Basics of social psychology.] Zavod za udžbenike i nastavna sredstva.

Rot, N. (2015). *Psihologija grupa*. [Psychology of groups.] Zavod za udžbenike i nastavna sredstva.

Sherif, M. (1937). An Experimental Approach to the Study of Attitudes. *Sociometry, 1*(1/2), 90–98. https://doi.org/10.2307/2785261

Sulejmanović, D. (2019). An Overview of Previous Research on Conformity: "When you are in Rome, act like a Roman". *Zbornik Islamskog pedagoškog fakulteta u Bihaću, 11,* 137–157.

Da li konformizam stvarno postoji? Ispitivanje informacionog socijalnog uticaja u situaciji prepoznavanja redosleda boja

Milica Đorđević, Nebojša Milićević
Departman za psihologiju, Filozofski fakultet, Univerzitet u Nišu, Srbija

Apstrakt

Problem ovog istraživanja je ispitivanje informacionog socijalnog uticaja u situaciji prepoznavanja redosleda boja. Pored ovoga, ova studija se bavi i ispitivanjem razlika u odabiru stimulusa između dve serije merenja: prve u kojoj ne postoji odgovor umetnika i druge u kojoj on postoji. Uzorak sadrži 50 ispitanika, starosti od 18 do 65 godina (M = 41.5, SD = 15.8). U prvoj fazi svim ispitancima je pokazan standardni stimulus u trajanju od 1 sekunde, a njihov zadatak je bio da upamte isti i da ga potom prepoznaju među četiri ponuđena primera koja su izlagana 3 sekunde. Druga faza je bila identična prvoj, a jedina razlika je bila u prisustvu umetnikovog odgovora. Rezultati pokazuju da je u 23% slučajeva došlo do ispoljavanja konformiranja. Analiza odgovora ispitanika na varijabli odabir stimulusa pokazuje da postoji statistički značajna razlika u prosečnom odabiru stimulusa u situaciji bez i sa odgovorom umetnika ($t(49) = -3.06$, $p = .004$, $d = -0.432$). Negativna vrednost t-testa pokazuje da ispitanici češće biraju stimulus koji je umetnik označio kao tačan u situaciji kada je on naveden. Preporučuju se dalja istraživanja koja bi uključila korišćenje homogenijeg uzorka u pogledu godina, korišćenje saradnika ekperimentatora i insistiranje na ličnoj važnosti učešća ispitanika u istraživanju.

Ključne reči: konformizam, informacioni socijalni uticaj, odabir stimulusa, prepoznavnje redosleda boja

RECEIVED: 31.05.2023.
FIRST REVISION RECEIVED: 04.08.2023.
SECOND REVISION RECEIVED: 21.09.2023.
ACCEPTED: 21.09.2023.