



ABSTRACT

Name of Institution: De La Salle University – Dasmariñas

Address: Dasmariñas, Cavite

Title: The Effect of Asch Situation on Conformity Among Selected DLSU-Dasmariñas Students

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Funding Source: Parents Cost: Ph P 10,000

Date Started: June 2005 **Date Submitted:** February 2006

Objectives of the Study:

A. General

This research aimed to determine the effect of the Asch situation on conformity among selected DLSU-Dasmariñas freshmen students.

B. Specific

This study aimed to answer the following questions.

1. What is the mean score of the participants in the pre-test?
2. What is the mean score of the participants in the post-test?
3. Is there a significant difference between the mean scores of the participants in the pre-test and post-test?



Scope and Limitation

This research formed on the conformity of selected DLSU– Dasmariñas students under the Asch situation. It did not include factors that can also affect conformity such as the group size, the status, the perceived competence of the subject and the group, the gender of the participants and their intellectual quotient (IQ).

It did not provide answers to whether the degree of conformity varied or not when there were more members of the group. Neither did it discuss if the degree of conformity among the students changed if they think that the other members of the group were of “higher” status than them. This study also did not cover the role of self-esteem on the level of conformity. Thus, it did not provide answer to the question whether the subject will conform or not if they have varying degrees of self-confidence.

Methodology

The research design used in this study is the experimental design, specifically the within-subjects design. The participants in the study were freshmen Accountancy students of De La Salle University – Dasmariñas. They were randomly selected using the simple random sampling, specifically the Fishbowl Technique without Replacement.

The instrument used in the experiment was patterned after the instrument used by Dr. Solomon Asch in his original experiment on conformity. A pilot test was conducted to ensure the validity of the instrument. The



participants underwent the pre-test and post-test conditions. There were 20 items that served as stimuli, and the participants' task was to choose from among the choices the correct one that matches the standard figure for every item. The experiment also assigned four confederates, who acted like real participants but who unanimously gave incorrect answers. In the pre-test, the participants were instructed to write their answers on a piece of paper passed among them, while in the post-test, they were asked to give their answers aloud. A score of 1 is given every time the participant conformed to the incorrect answer given by the confederates. The participants' scores in the pre-test and post-test were computed and analyzed by using the mean and standard deviation, and was used to determine the significance of the difference between the scores of the participants in the pre-test and post-test.

Conclusions

Based on the results of this study, the following conclusions are generated:

1. There is a significant difference between the scores of the participants in the pre-test and post-test.
2. The results showed that the Asch situation has an effect on the conformity of the participants.
3. The null hypothesis is rejected. It can therefore be concluded that the Asch situation has a significant effect on the conformity of selected DLSU-Dasmariñas students.



Recommendations

After concluding that the Asch situation has a significant effect on the conformity of selected DSLU-Dasmariñas students, the researchers recommend the following:

1. Teachers and leaders should ask their students and subordinates to privately write down their choices, opinions and suggestions during election of class officers or any decision-making activities rather than asking them to announce their choice in public or to raise their hands. This practice can prevent the individual from peer pressure and influences by other people.
2. The researchers also recommend future researchers to have further studies on conformity, especially in the Philippines because not much research on conformity has been conducted among Filipinos. Likewise, it is also suggested that other researchers include other factors that might affect the level of conformity of individuals such as age, gender, or IQ.
3. It is recommended that other researchers choose participants from a different age group and social status such as professionals and the elderly because often times college students are always the target group in this study.
4. Students must have a sense of individuality and independence in certain situations. Based on this study, conforming to other people is not always the best solution. There are situations wherein they need to use their own reason and follow their intuition in making decisions.



5. Since Filipinos tend to conform to the behavior of other people, it is worthy for local psychologists to also consider the people that surround the individual they are helping because these external factors play a major role in their client's decisions and judgments.

