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Undergraduate degree

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**NORM VIOLATIONS: A QUASI-REPLICATION OF THE SOLOMON ASCH LINE EXPERIMENT**

This research will examine norm violations and conformity among a stratified sample of students representing a variety of departments in each of the five Tarleton State University Colleges in the fall of 2008.

The research design will be a quasi-replication of the Solomon Asch line experiment; however, both quantitative and qualitative data will be obtained. In addition to participation in the experiment, subjects will be asked to complete a brief questionnaire containing Likert-type and Dichotomous items. Item content will range from demographic information to norm violation scenarios where subjects will be asked to decide their potential reactions.

All data will be analyzed using SPSS (the Statistical Package for the Social Sciences), as was a spring 2008 pre-test of this study that found a majority of subjects to be uncomfortable and confused during the experiment. Initial pre-test results revealed that on the first two runs of the test, half of the subjects would conform; but on the third trial, 80% of the subjects conformed – indicating that the longer a subject was left in an environment with high stress and peer pressure, the more likely they were to conform to majority opinions.

Results may be beneficial by revealing levels of susceptibility to conformity in peer pressure situations.

***Presented at:***

***6<sup>th</sup> Annual Texas A&M University System Pathways to the Doctorate Student Research Symposium (2008) – Social Science-Humanities undergraduate student – Second Place Award***