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## Pressure of conformity and its effect on cognitive dissonance

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In this experiment, the theories of conformity and cognitive dissonance were measured. This experiment examined how the pressure of conformity affects cognitive dissonance within a group context. The researcher hypothesized that conformity would occur within a group as decisions are made and feelings of cognitive dissonance would occur once decisions have been influenced by the pressure of the group. This study was a staged experiment including a total of ten undergraduate and graduate students. There were seven confederates and three true participants. The participants were given ten moral dilemmas; in which they were to give a “permissible or impermissible” answer. After the answers were recorded, the participants were then given the cognitive dissonance questionnaire to measure their feelings of regret. The results were significant and concluded that conformity does exist in a social group context and that group members do exhibit cognitive dissonance after the decision making process has concluded.

### Biography

April Berry has completed her Bachelor's degree from Fisk University and is currently pursuing Master's degree from Alabama A&M University, USA. She has completed numerous research activities that include social psychology and clinical psychology.

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