Introduction

• Tainaka, Miyoshi, and Mori (2014) studied the relationship between self-esteem and conformity. Their results showed that low-esteem participants are more likely to conform to a group than people with high-esteem (Tainaka 2014).

• Good and Sanchez (2010) studied the relationship between gender conformity and self-esteem through various types of motivation for gender-consistent behavior. The results suggest that although men and women are held to different gender-role expectations, some precipitating factors in gender-role motivation held for both genders (Good & Sanchez, 2010).

• This study examines the relationship between college students’ rates of self-esteem and conformity within different organizations on campus.

• The purpose of the current study is to expand on this research and examine how undergraduate conformity and the organizations to which they belong impact their self-esteem.

• The significance of this research includes benefits to further understanding self-esteem within this specific age group (undergraduate college students) as well as possibly discovering significant results in self-esteem variance between genders.

• To add to existing literature, this project will specifically focus on campus involvement at a Midwestern university.

Method

Participants

• Participants in this study included (304) Miami University students who are involved in campus organizations
• 212 female (69.7%) and 92 male (30.2%) undergraduate students between 18-23 years old
• 187 first-year students (59.4%), 73 sophomores (23.9%), 27 juniors (8.9%), and 16 seniors (5.4%)

Procedure/Materials

• A Qualtrics survey was distributed via social media and Miami University SONA Systems
• Participants completed a consent form and answered questions about their organization such as the type of organization, leadership roles, and involvement
• Sample Question 1: At your organization’s busiest time, how many hours a week are you putting into your group?
• Sample Question 2: Excluding membership dues or fees, how much money would you be willing to spend on merchandise and events for your organization in one semester?
• Sample Question 3: At your organization’s busiest time, how many hours a week are you putting into your group?
• Sample Question 4: At your organization’s busiest time, how many hours a week are you putting into your group?
• The survey included the Rosenberg Self-Esteem and conformity measure questions.
• Surveys placed participants in high or low categories of conformity to their organization based on their average to the conformity measure questions.

Results

Table 1. The t-test and mean statistics of the participants’ rates of self-esteem based on gender (male and female) and the type of their organization (Traditional Greek organization and Non-Traditional Greek organization).

<table>
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<tr>
<th>Variable</th>
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<tr>
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<td></td>
<td>Non-Trad</td>
<td>15.98</td>
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</tbody>
</table>

The participants’ rates of conformity towards their organization.

The participants’ rates of conformity towards their Traditional Greek or Non-Traditional Greek organization.

Figure 2. The participants’ rates of conformity towards their organization.

Figure 3. The participants’ rates of self-esteem based on their high and low conformity scores and the type of their organization (Traditional Greek organization and Non-Traditional Greek organization).

Discussion

• In contrast to past literature, the current study found that:
  • Males did not show higher rates of self-esteem than females; however, males did show higher rates of conformity.
  • Students in Traditional Greek organizations did not overall conform more than students in Non-Traditional Greek organizations.
  • Limitations of the study include the lack of diversity of the study’s sample (ethnicity and what year in school the students were).
  • Future studies could use a more diverse sample as well as use an equal amount of students from each organization.
  • Example: future case study testing whether joining college organizations change student’s rates of social influence by measuring student’s self-esteem before and after joining an organization.

Conclusion

• The current study found that males showed higher rates of conformity to their organization than females. This might suggest that males spend more time and money on their organization than females.
  • Contrary to past research, males did not show higher rates of self-esteem than females.
  • For these reasons, it is necessary to conduct more research on the social effects of college organizations further help explain self-esteem and conformity variances in college students.

References
