

Normative and Informational Conformity in Adolescents and Young Adults: The Role of Individual Differences

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Abstract

Objective: Individuals conform to others due to normative and informational influences; however, the rate of conformity varies across individuals. This study aimed to explore the role of individual differences in people's conformity to others. We hypothesized that age would be a significant predictor of conformity, such that normative and informational conformity would differ between adolescents and young adults. Additionally, we hypothesized that personality traits would predict both normative and informational conformity.

Method: To examine how individual differences affect conformity under these two types of influence, we conducted a behavioural task in which participants (N = 111) could change their responses after observing majority responses. After completing the task, we assessed participants' personality traits, willingness to conform, and emotional experiences during the task using several questionnaires and surveys.

Results: The results showed that normative conformity decreased in adolescents and young adults with higher openness, whereas it increased in young adults with greater extraversion and younger adolescents. Furthermore, in adolescents, higher openness was associated with reduced informational conformity.

Discussions: This study revealed a significantly higher rate of normative and informational conformity in adolescents. Individual traits can predict normative conformity in adolescents and

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young adults, while Individual traits can predict informational conformity only in adolescents. Additionally, only young adults felt pressured when they changed their responses based on others' responses.

Keywords: Social influence, Conformity, Normative influence, Informational influence, Individual differences

1. Introduction

Humans are directly or indirectly influenced by the thoughts or actions of others when making decisions, a phenomenon known as social influence (Turner, 1991). One of the primary examples of social influence is conformity, where others' opinions influence people's preferences (Izuma, 2017). Solomon Asch's 1956 experiment is a seminal study on conformity. In this experiment, participants were presented with a question about the length of a line alongside three options, where the correct answer was nearly obvious. Remarkably, about 75% of participants provided an incorrect response at least once, while 25% consistently gave the correct answer (Asch, 1956). Previous research has explored how individual differences, such as age and personality traits, influence conformity (Chakraborty et al., 2025). Meta-analytic findings indicate that conformity tends to decrease with age (Toelch & Dolan, 2015; Melnyk et al., 2019). Regarding personality, studies using the NEO Five-Factor Model have found that conformity is positively associated with conscientiousness and agreeableness, and negatively associated with openness and extraversion (Chen et al., 2022; Perfumi et al., 2019; DeYoung et al., 2002). Additionally, some studies report a positive correlation between neuroticism and conformity (Xiao et al., 2026; Wijenayake et al., 2020). However, a comprehensive perspective that considers the combined effects of multiple individual differences and how they relate to the underlying causes and motivations of conformity has yet to be fully developed.

Deutsch and his colleagues (1955) proposed that the causes of conformity can be categorized into two headings: normative and informational influences. Informational and normative influences are the two primary reasons and motivations for influencing and conforming to the majority (Deutsch & Gerard, 1955; Reiter et al., 2021). The distinction between these two types of influence is important in the study of conformity (Bito et al., 2026; Kobayashi et al., 2025). Conformity due to normative influence primarily refers to conformity to the positive expectations of others, to be liked and accepted by them. Conformity due to informational influence occurs when a person agrees with others because they believe the majority has more knowledge about the situation (Stallen & Sanfey, 2015). Empirical research has identified several key distinctions between normative and informational social influences. Normative influence occurs when individuals conform to gain social approval, avoid rejection or humiliation, or respond to direct social pressure (Bradshaw et al., 2021; Mason et al., 2009). In contrast, informational influence arises when individuals rely on majority opinions or inferred beliefs, particularly those perceived as factual or evidence-based, to guide their decisions or actions (Spears, 2025; Huang et al., 1999; Kaplan & Miller, 1987). In this form of influence, factors such as the perceived accuracy and credibility of the information, the motivation to obtain reliable knowledge, attention to others' expertise, and trust in the source play a central role (Zhong et al., 2026; Yi et al., 2013; Bartle et al., 2013). Consistent with this theoretical distinction, the present study conceptualized perceived social pressure as a subjective indicator of normative influence and perceived competence of others as a key indicator of informational influence. This operationalization enabled a more precise examination of how individual differences relate to the underlying mechanisms of conformity rather than conformity as a unitary construct. Developmental research indicates that conformity peaks during adolescence, while the ability to resist social pressure tends to increase with age (Castrellon et al., 2024). Studies have also shown that

adolescents and young adults exhibit distinct behavioral responses and engage different neural processes when they recognize discrepancies between their own opinions and those of others, or when they choose to conform (Minich et al., 2023). However, it remains unclear how normative and informational conformity evolve across developmental stages. In adolescents, conformity may be driven by normative influence, such as the desire for peer acceptance and social approval (Telzer et al., 2018), or by informational influence, reflecting a desire for accurate knowledge and guidance (Reiter et al., 2021). Yet, it is still not well understood which of these influences, normative or informational, is more prevalent during adolescence and early adulthood. While it is generally assumed that adolescents conform more than adults, it remains an open question whether this difference is primarily due to heightened susceptibility to normative pressure, a greater reliance on informational input, or a combination of both. Addressing this question was one of the aims of the present study. Additionally, the relationship between personality traits and normative versus informational conformity remains underexplored. One exception is a study by Hellmer (2021), which examined the role of the Big Five personality traits in children's conformity. The findings revealed that children with lower levels of extraversion were more likely to conform due to informational influence, while those with higher extraversion conformed under both normative and informational pressures. Building on this, the present study investigates how personality traits in adolescents and young adults are associated with normative and informational conformity.

For an accurate examination, it is necessary to specify how normative and informational influences are measured. Studies have investigated various conditions in which one of the two influences causes conformity more than the other (Kobayashi et al., 2025). Rod Bond (2005) presented a meta-analysis with 125 conformity articles and stated that normative influence is likely to be stronger when participants give public responses and face the majority. Whereas the informational influence is likely to be stronger when participants give private responses and communicate with the majority indirectly (Bond, 2005; Garcia et al., 2021). Therefore, it can be assumed that increased interaction with other group members enhances normative influence, leading to greater conformity. Conversely, when a task is ambiguous or difficult, participants are more inclined to rely on others' information, resulting in conformity driven by informational influence (Perfumi et al., 2019; Wright, 1972). In this study, a well-established paradigm (Germar et al., 2016) to assess normative and informational influences was used by varying the level of participants' interaction with others and the level of task difficulty and ambiguity, respectively.

In sum, this study examined the relationship between individual differences and the rate of conformity by considering normative and informational influences. Age, developmental stage (youth and adolescence), and personality traits were considered key individual-difference variables. Building on prior research demonstrating that age influences levels of conformity and that conformity varies across developmental stages (Castrellon et al., 2024; Minich et al., 2023), the present study examined the relationship between age and conformity under normative and informational influences. Moreover, while several studies have investigated the association between personality traits and conformity (Chen et al., 2022; Perfumi et al., 2019), the current research extends this literature, focusing on personality differences related to the primary causes of conformity (normative and informational influences). Participants completed a behavioral task designed to measure normative influence via the interaction hypothesis and informational

influence via the ambiguity hypothesis. Personality traits, including neuroticism, extraversion, openness, agreeableness, and conscientiousness, were assessed using a standardized questionnaire. Another questionnaire measured participants' general willingness to conform socially and explored how this tendency related to normative and informational influences. Additionally, immediately following the behavioral task, participants answered two questions: one assessing the degree of social pressure they felt during the task, and another evaluating the extent to which they perceived others as more competent than themselves. These questions were used to examine how participants' subjective experiences during the task were associated with the two types of social influence. It was hypothesized that greater perceived social pressure and higher evaluations of others' competence would be associated with increased conformity (Salomons et al., 2021).

2. Method

Participants

The participants were volunteers aged between 13 and 35 years, recruited through a snowball sampling method. They were school and university students from two Iranian cities: Tehran and Isfahan. All participants had normal or corrected-to-normal vision. A total of 117 individuals took part in the study. According to a power analysis conducted using G*Power software, assuming a medium effect size, this sample size yielded a statistical power greater than 96% ($1 - \beta = 0.96$) at an alpha level of 0.05. The exclusion criteria included having familiarity with the experimental task. Therefore, at the end of the task, the participants were examined in terms of suspicion. Based on this, four people were excluded due to familiarity with the research purpose, one person due to suspicion of research conditions, and one person due to technical problems. Finally, $N = 111$ ($M_{age} = 20.56$, $SD = 4.83$, 76 females) participants across two samples were considered in the final analysis. Sample 1 included 80 young adults (ages 18-35, $M_{age} = 22.95$, $SD = 3.31$, 60 females) and Sample 2 included 31 adolescents (ages 13-17, $M_{age} = 14.32$, $SD = 1.42$, 16 females). The study procedure was designed and performed according to the Helsinki Declaration (1964) and approved by the Shahid Beheshti University ethics committee (approval number: IR.SBU.REC.1402.008). All participants signed a consent form. For participants under 18 years old, their parents also signed a consent form.

Task and stimuli

The perceptual decision-making task was adapted from a well-established conformity paradigm (Germar & Mojzisch, 2019) and implemented using PsychoPy (Peirce, 2009). On each trial, participants were presented with a bi-colored square composed of blue and orange pixels and were instructed to identify which color was dominant. Each stimulus consisted of a 128×128 -pixel grid and was displayed at a resolution of 512×512 pixels. Two levels of stimulus ambiguity were used. Unambiguous stimuli contained a slight majority of one color (52.5% vs. 47.5%), allowing the dominant color to be reliably perceived. This ratio was selected based on prior studies (Li et al., 2020; Germar & Mojzisch, 2019) and was further confirmed through a pilot test

(N = 20), which showed that participants consistently identified the dominant color in these trials and rated the stimuli as clear and unambiguous. Ambiguous stimuli consisted of an equal distribution of colors (50% blue, 50% orange), rendering objective discrimination impossible and increasing reliance on external information.

Social influence was manipulated via the presentation of majority responses following participants' initial choices. The majority of feedback was delivered in one of two formats: a) aggregate feedback, depicting the responses of previous participants in an abstract, non-interactive manner, and b) online group-based feedback, depicting the responses of three ostensible online group members. Together, stimulus ambiguity (ambiguous vs. unambiguous) and feedback format (aggregate vs. group-based) formed a 2×2 experimental design, allowing informational and normative influences to be examined within a single task framework.

Procedure

Participants completed a total of 92 trials in a single experimental session. Each trial followed the same basic structure. A blank screen (1000ms) was followed by a fixation cross (500ms), after which the bi-colored stimulus was presented for 1500ms. Participants then had up to 12 seconds to indicate the dominant color via button press. Following this initial response, a feedback screen was displayed (3000ms), after which participants were given an additional 12 seconds to make a second and final response.

Crucially, only three trial types were entered into the main analyses (36 trials in total), which were used to quantify conformity:

(1) Informational influence – ambiguous incongruency (12 trials). Ambiguous stimuli were followed by aggregate majority feedback that conflicted with the participant's initial choice. Because the stimulus provided no objective answer, conformity in these trials was interpreted as reflecting reliance on others' information.

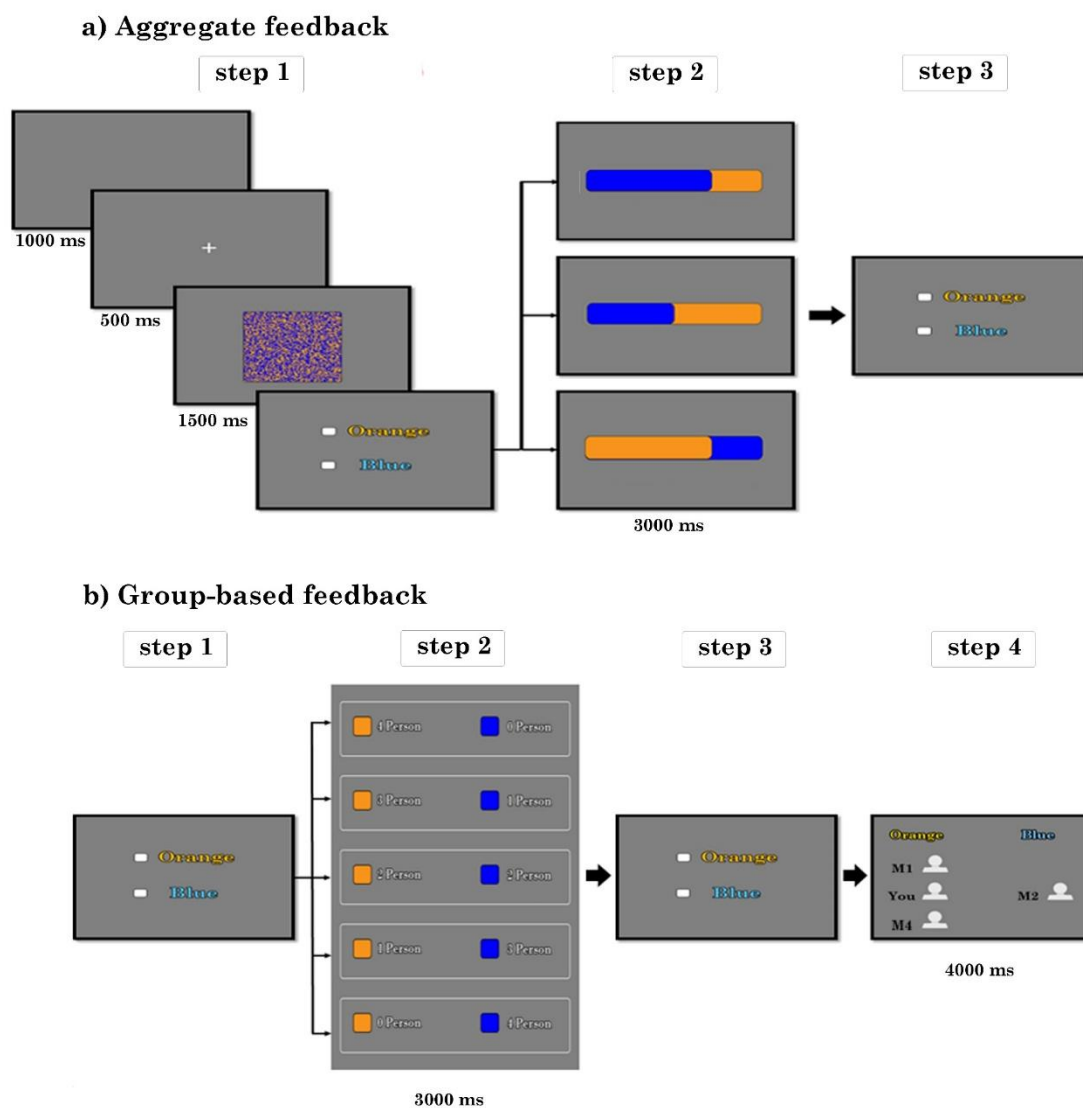
(2) Baseline incongruency (12 trials). Unambiguous stimuli were followed by aggregate majority feedback that contradicted the objectively correct response. These trials served as a baseline measure of susceptibility to misleading information in the absence of social interaction.

(3) Normative influence – group-based incongruency (12 trials). Unambiguous stimuli were followed by group-based majority feedback, in which the responses of three ostensible online group members unanimously conflicted with the participant's initial choice. Because the correct answer was perceptually available, conformity in these trials was attributed to normative social pressure rather than informational uncertainty.

This design allowed normative and informational conformity to be examined under matched conditions of majority incongruence, differing only in stimulus ambiguity and degree of social interaction. As shown in Figure 1, in aggregate feedback trials, participants viewed a schematic display indicating that most previous participants had selected one of the two colors, without providing numerical percentages. This format conveyed the majority opinion while minimizing interpersonal interaction. Prior to the block containing group-based feedback trials, participants were given a brief rest period. In group-based feedback trials, participants were led to believe

they were performing the task together with three other individuals. Although all responses were pre-programmed, the feedback screen displayed the choices of the three ostensible group members (Salomons et al., 2021). After the second response, participants were shown their own initial choice alongside the choices and (fictional) names of the three group members (4000ms). This manipulation was intended to enhance perceived social presence and evaluative pressure, thereby strengthening normative influence.

Figure 1 Experimental procedure. (a) Individual feedback condition (informational influence): Participants first judged the dominant color of a bi-colored image, observed aggregated majority feedback from previous participants, and then provided a final response. (b) Group-based feedback condition (normative influence): Participants first indicated their initial judgment, observed the distribution of responses from three group members, and then provided a final response. In the final step, each group member's choice was displayed along with their name to enhance perceived social presence.



The remaining trials served training and credibility-enhancing purposes and were not included in the analyses. Several filler trials displayed congruent feedback (i.e., majority responses consistent with the stimulus or the participant's initial choice), and in a small number of trials, the feedback indicated that other group members had revised their responses. This design choice ensured that participants perceived the task as realistic and minimized suspicion regarding the pre-programmed nature of the feedback. After the task, the online questionnaire link was given to the participants to complete.

Measures

Behavioral and questionnaire data were collected during the interactions with the participants. First, the behavioral task was conducted, followed by an interview for the post-test survey. Questions including the participants' names, ages, and genders were included at the beginning of the C-scale questionnaire, and the online link to this questionnaire and the link to the NEO-FFI questionnaire were provided to the participants to complete after the interview.

Behavioral analysis

In this study, conformity was defined as the percentage of changes in a participant's response when the majority response was incongruent with the stimulus (Berns et al., 2005; Hellmer et al., 2018; Perfumi et al., 2019). Thus, when the unanimous majority response was incongruent, the difference between participants' first and second responses served as a measure of conformity.

Before conducting the analysis, specific trials were excluded: those used for training or to build participants' trust in the authenticity of the task, trials from the group-based incongruency where the group members' responses were not unanimous, and trials where the majority response was congruent with either the stimulus or the participant's initial response.

The critical variable was conformity under the three incongruency conditions (ambiguous, baseline, and group-based). While an analysis of variance (ANOVA) could be applied, the distribution of responses did not meet the assumption of normality, as assessed by Shapiro-Wilk's test ($p < 0.05$). Consequently, a Kruskal-Wallis non-parametric test was used for analysis (McKnight & Najab, 2010). Additionally, Dunn's test was performed for non-parametric pairwise multiple comparisons. All analyses were conducted using SPSS.

Self-report questionnaires

Several scales were administered to check the psychological states and traits of the participants. The scales were selected according to their ability to measure states and traits related to Conformity.

Post-experiment survey

After completing the task, participants were asked four questions to assess their suspicions and psychological state during and after the task, in the form of an interview conducted in the following order. "Were you pressured by others for your answers?", "Do you think others were superior to you at doing the task?", "Did you notice anything while doing the task? If yes, what?" and "Were you able to understand all the instructions and explanations during the task? If not,

what was difficult to understand?". The responses to the first two questions were measured on a 5-point Likert scale ranging from "very little" to "very much," while the last two questions were open-ended.

The first and second questions were asked to assess emotional experiences during the task. The purpose of the third question was to determine whether participants had discerned the true purpose of the experiment or realized that the other responses were not genuine (Germar & Mojzisch, 2019). Based on their responses, four participants who were aware of the deception were excluded from the analysis. Finally, the fourth question assessed whether participants fully understood the task instructions. All participants confirmed that they understood the instructions correctly.

NEO-FFI questionnaire

In order to investigate the relationship between individual differences and rate of conformity, the NEO-FFI questionnaire (Five-Factor Inventory) was used, which is a 60-item self-report instrument that measures five personality traits. The attributes that are measured by this questionnaire include neuroticism, extraversion, openness, agreeableness, and conscientiousness (Costa & McCrae, 2014). All five subscales were estimated with good reliability (Neuroticism=0.83; Extraversion=0.73; Openness=0.76; Agreeableness=0.71; Conscientiousness=0.76). The Persian version of the NEO Five-Factor Inventory (NEO-FFI) used in this study was a version based on the validated Persian translation reported by Garosi et al (2001).

C-scale questionnaire

The C-scale questionnaire contains 16 items to measure social conformity (Pettigrew, 1958). Its questions measure the subject's willingness to conform and coordinate with the group.

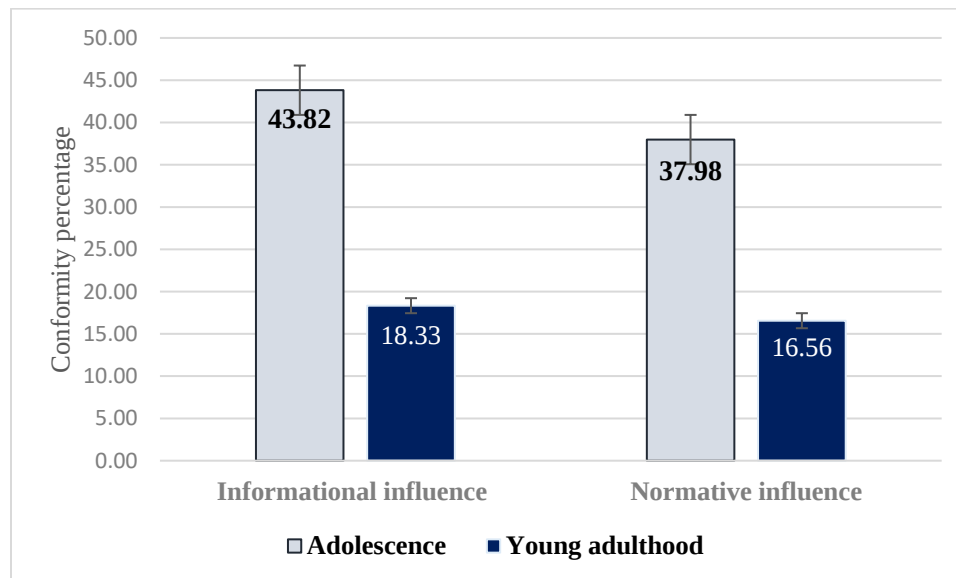
3. Results

The Friedman test was used to compare participants' conformity rates across the three within-subject conditions of ambiguous, baseline, and group-based incongruency, which represent assumptions related to normative and informational influences. The analysis revealed a significant overall difference among the three conditions, $\chi^2(2) = 47.74$, $p < 0.001$. Post-hoc pairwise comparisons were conducted using the Wilcoxon signed-rank test with Bonferroni correction. The results showed that conformity in both the ambiguous and group-based incongruency conditions was significantly higher than in the baseline condition ($p < 0.001$). However, the difference between the ambiguous and group-based incongruency conditions was not significant ($p = 0.052$).

Mann–Whitney U tests indicated significant differences between adolescents and young adults in both the ambiguous incongruence condition ($z = -3.41$, $p < 0.001$, $r = 0.32$) and the group-based incongruence condition ($z = -3.06$, $p < 0.002$, $r = 0.29$), reflecting medium effect sizes. Upon examining the rate of conformity, it was observed that in the ambiguous incongruency condition, 87.10% of the adolescents changed their responses at least once in line

with the majority opinion. In the group-based incongruency condition, 88.65% of the adolescents did the same. These values for the young adults were 76.25 and 65.00, respectively. The overall rate of conformity percentage, as the total number of changes in responses according to the total number of trials studied, is presented in Figure 2. This result shows a significant difference in the rate of conformity in adolescents and young adults.

Figure 2 *The percentage of changes in the participants' responses in the ambiguous and group-based incongruency conditions (informational and normative influence). The dark graph shows the percentage of adolescents, and the light graph shows the percentage of young adults.*



In general, it is observed that conformity in the ambiguous condition, which is intended to measure the informational influence, is slightly greater in both adolescents and young adults than in the group-based condition (normative influence). After comparing the conditions of informational and normative influences and their significance, the effect of age and individual differences on the rate of conformity, according to these conditions and separately for adolescence and young adulthood, was examined.

Adolescence

For ambiguous and group-based incongruency conditions, the prediction of the rate of conformity based on age and personality traits was examined, as shown in Table 1. This analysis was done using linear regression. In adolescents, age-related changes were significant only in the group-based incongruency condition. The openness trait was significant in both conditions and can inversely predict conformity.

Table 1 Predicting conformity with age and personality traits in adolescents.

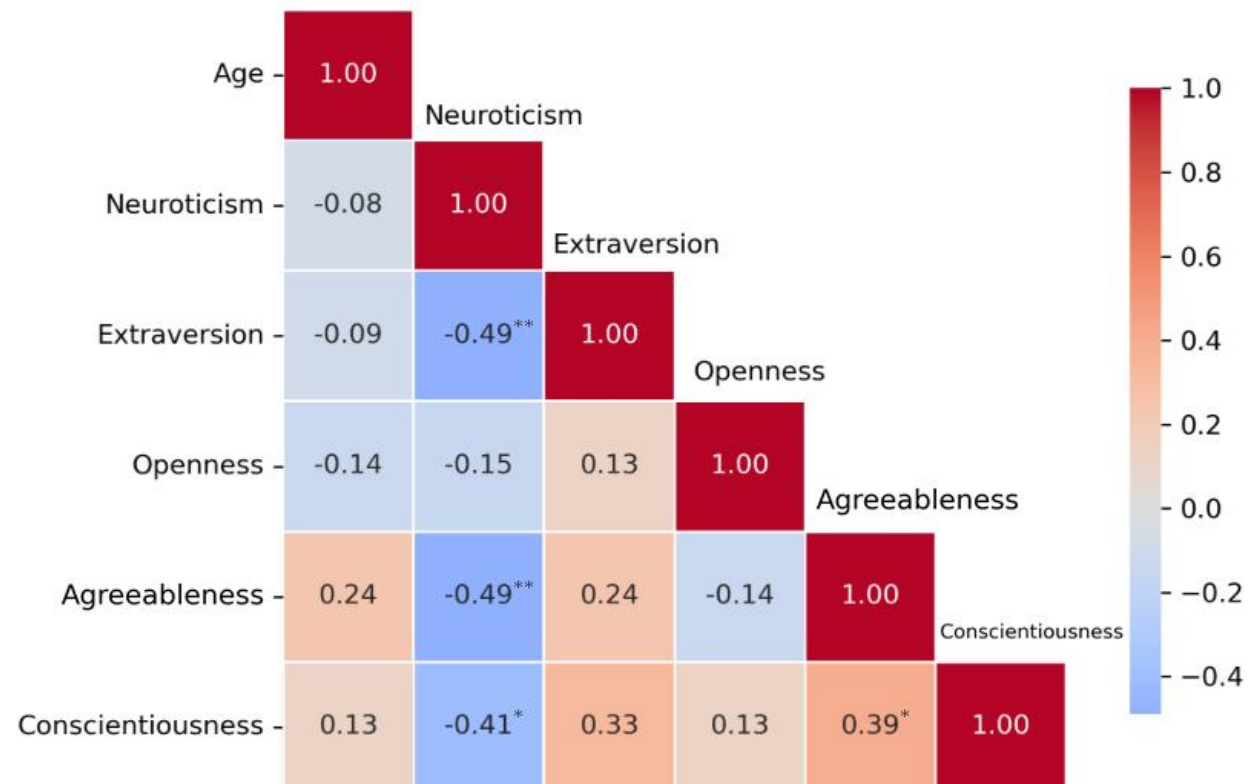
Parameter	Ambiguous incongruity			Group-based incongruity		
	F=2.04		Df= 6	F=3.14 *		Df= 6
	Coefficient	St. Error	Student t	Coefficient	St. Error	Student t
Age	-0.35	4.58	-1.95	-0.38	4.06	-2.37*
Neuroticism	0.10	0.96	0.45	0.20	0.85	0.96
Extraversion	0.09	0.96	0.46	0.17	0.85	0.91
Openness	-0.53	1.63	-2.95**	-0.56	1.44	-3.38**
Agreeableness	0.01	1.18	0.04	0.15	1.04	0.77
Conscientiousness	0.14	0.91	0.72	0.12	0.81	0.67

Linear regression. ** = $p < 0.01$, * = $p < 0.05$.

The correlation matrix of adolescent age and personality traits is presented in Figure 3. All correlation coefficients were below 0.5, indicating no evidence of problematic multicollinearity among the independent variables.

Figure 3 Correlation matrix of age and personality traits in adolescents.

Pearson Correlation. ** = $p < 0.01$, * = $p < 0.05$.



Spearman correlation between the change in adolescents' responses and the post-test survey was not significant (Questions 1 and 2). That means participants' feelings about the superiority of other respondents, as well as their feelings of pressure from them, did not change the rate of conformity. The results were the same for the C-scale questionnaire..

Young adulthood

Table 2 shows the possibility of predicting the rate of conformity by linear regression in young adults. In the group-based incongruency condition, the extraversion trait directly and the openness trait inversely predict increases in conformity.

Table 2 *Predicting conformity with age and personality traits in young adults.*

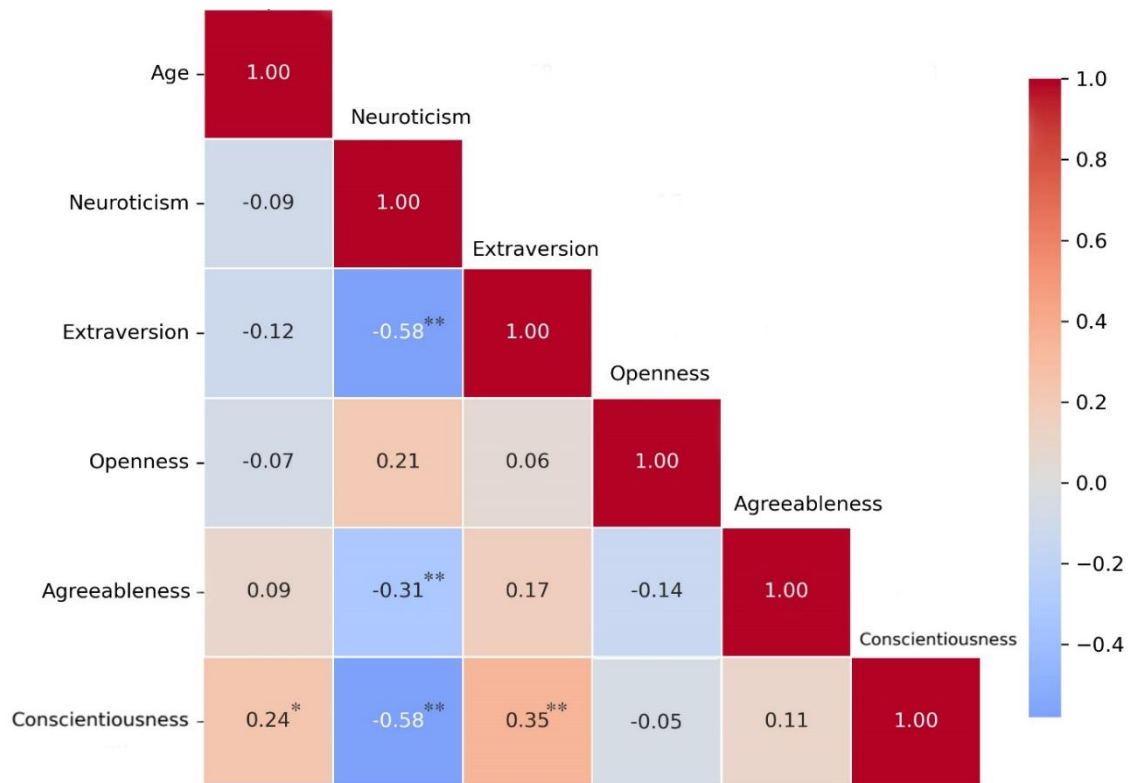
Parameter	Ambiguous incongruency			Group-based incongruency		
	F=0.77		Df= 6	F=3.25**		Df= 6
	Coefficient	St. Error	Student t	Coefficient	St. Error	Student t
Age	-0.06	0.58	-0.52	-0.04	0.66	-0.37
Neuroticism	-0.21	0.31	-1.19	0.30	0.35	1.87
Extraversion	0.01	0.31	0.11	0.30	0.35	2.20*
Openness	-0.01	0.37	-0.15	-0.34	0.42	-3.10**
Agreeableness	0.05	0.34	0.44	0.20	0.39	1.82
Conscientiousness	-0.01	0.33	-0.04	0.21	0.37	1.60

Linear regression. ** = $p < 0.01$, * = $p < 0.05$.

Figure 4 presents the correlation matrix of young adults' age and personality traits, with all correlation coefficients below 0.6, indicating acceptable levels of association among the independent variables.

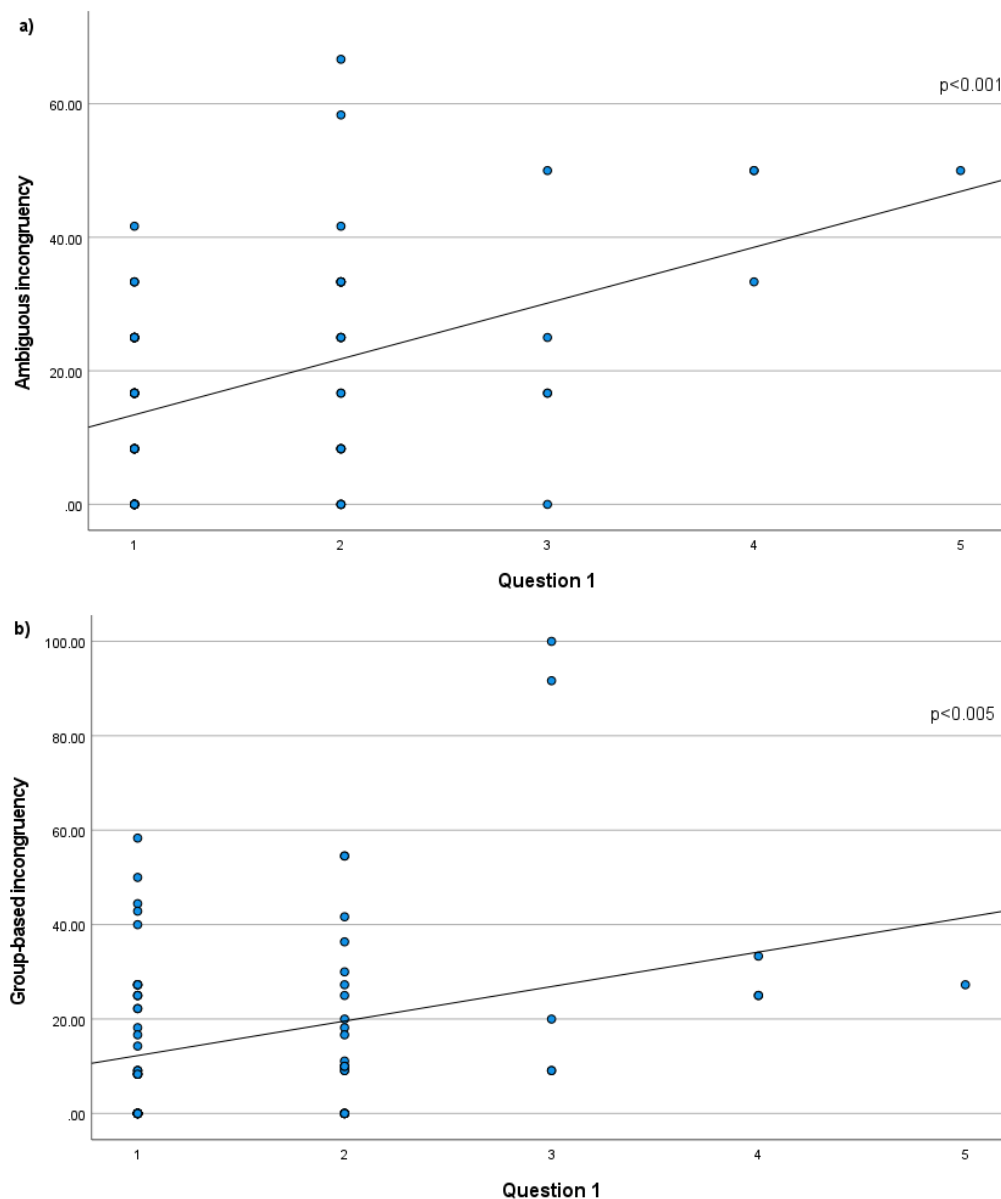
Figure 4 Correlation matrix of age and personality traits in young adults.

Pearson Correlation. ** = $p < 0.01$, * = $p < 0.05$.



Spearman rank-order correlation analyses of the post-test survey revealed that conformity was significantly associated with Question 1 under both the ambiguous incongruity and group-based incongruity conditions. Specifically, higher conformity scores were observed when young adults reported feeling pressured to change their responses based on others' answers. These significant associations are presented in Figure 5. In contrast, no significant Spearman correlations were found between conformity and participants' perceived superiority of other respondents, nor between conformity and the C-scale questionnaire.

Figure 5 Scatter plots illustrating the significant Spearman correlations between conformity and post-test survey Question 1 under (a) the ambiguous incongruity and (b) the group-based incongruity in young adults.



4. Discussion

This study explored how individual differences relate to people's conformity to others by examining two primary drivers of conformity: informational and normative conformity. Conformity was assessed using a perceptual decision-making task in which participants could revise their responses after viewing others' opinions (Germar & Mojzisch, 2019). Three conditions were implemented to capture different sources of influence: a baseline incongruity

condition and two experimental conditions designed to elicit informational (ambiguous incongruency) and normative (group-based incongruency) influences. In line with these manipulations, conformity levels were higher in both experimental conditions than in the baseline, suggesting that task ambiguity and group-related cues were effective in eliciting informational and normative influence, respectively (Salomons et al., 2021; Perfumi et al., 2019;).

Across age groups, adolescents showed higher overall conformity than young adults, which is broadly consistent with previous research (Reiter et al., 2021; Melnyk et al., 2019; Telzer et al., 2018). Informational influence produced slightly higher conformity rates than normative influence in both groups, although adolescents consistently conformed more than young adults. Age was negatively associated with normative conformity during adolescence, whereas no significant associations with informational conformity were observed. Among young adults, neither normative nor informational conformity showed significant age-related variation.

When examining personality traits, openness appeared to be associated with reduced normative conformity in young adults and with lower levels of both normative and informational conformity in adolescents. These patterns align partially with previous findings, although they also suggest possible nuances in how openness relates to different types of social influence across age groups. Extraversion showed a positive association with normative conformity in young adults, a pattern that aligns with one recent study (Zahra et al., 2025) but contrasts with several earlier reports of negative relationships (Chen et al., 2022; Perfumi et al., 2019; DeYoung et al., 2002). Given that prior work has often not differentiated between normative and informational conformity, the present findings may reflect the importance of distinguishing these forms of influence when examining personality predictors. Further research is needed to clarify the complexity of these relationships.

Post-test survey responses indicated that among young adults, feelings of pressure from the majority were positively associated with conformity. While such pressure is typically linked to normative influence (Salomons et al., 2021), the present pattern suggests that perceived pressure may also play a role when individuals face informational uncertainty. This association was not observed in adolescents, which could indicate that adolescents conform without explicitly experiencing or recognizing such pressure. These possibilities require additional investigation.

Overall, the findings suggest age-related and personality-related differences in conformity, while also highlighting the value of distinguishing between normative and informational influences. As result, adolescents tended to show higher levels of conformity than young adults. Among adolescents, age appeared to be inversely related to normative conformity. The openness trait was also associated with lower normative and informational conformity in this group. In young adults, extraversion and openness showed patterns that were respectively linked to higher and lower normative conformity. Additionally, a positive association was observed between both types of conformity and feelings of pressure from the majority among young adults. However, given the correlational nature of several analyses and the exploratory aspects of some comparisons, the present conclusions should be interpreted cautiously. Further studies with broader samples and refined measures are recommended to confirm and extend these patterns.

5. Limitations

There were three limitations in this study. First, there is no specific task to assess normative and informational influence. In fact, according to the definitions and assumptions, conditions for these influences are considered. While it is not possible to completely separate normative and informational influences, it cannot be said that conformity is due to only one of these influences. However, it can be assumed that in certain conditions, informational or normative conformity increases. It is recommended that future research be conducted to identify the most suitable task for each of the normative and informational influences. Another limitation of this study is the inability to address all variables of individual differences. Future research can investigate more diverse aspects of individual differences that can predict normative and informational conformity.

Additionally, the unequal distribution of age groups and gender in the sample represents a limitation of the present study and may restrict the generalizability of the findings. Although similar patterns of gender imbalance have been reported in previous research in this field (Badiev, 2025; Germar & Mojzisch, 2019), and the literature on gender differences in conformity remains mixed—with some studies reporting no significant differences (Rugs & Kaplan, 1993; Garcia et al., 2021) and others suggesting context-dependent effects (Denton, 1988; Zhang & Gong, 2022)—this imbalance should be considered when interpreting the results. In particular, recruiting adolescent participants was more challenging due to parental consent requirements and stricter ethical considerations, which limited access to this age group. Future research would benefit from including more balanced samples in terms of both age and gender.

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