

PEER GROUPS

THESE ARE BIASES THAT ARE IMPACTED BY THOSE AROUND YOU

- **Conformity Bias**
- **Similarity Bias**
- **Contract Effect**

CONFORMITY BIAS

CHANGING ONE'S OPINIONS TO BE MORE IN LINE WITH PEERS.

When people were shown this picture and asked which line matched the one on the left, people responded with C.

However when told their peers said A, a majority of participants changed their answer to match.

