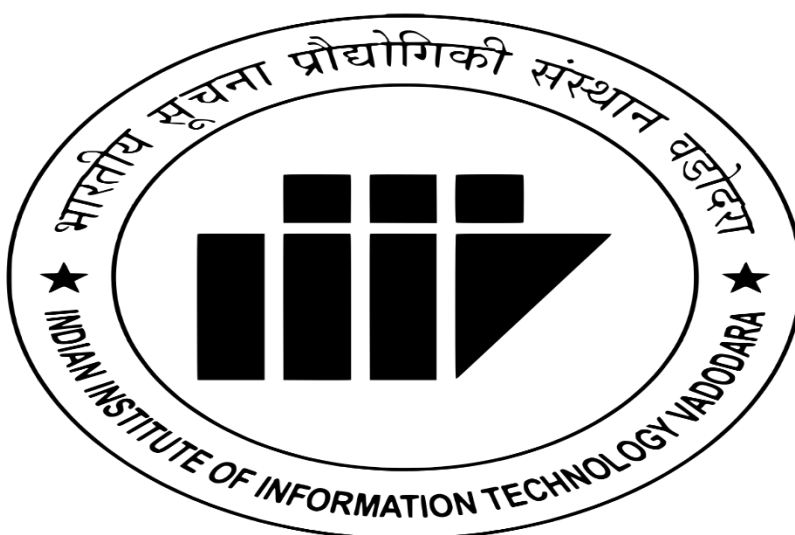


PEER PRESSURE IN YOUNG ADULTS:

AN ANALYTICAL APPROACH



Qualitative Research by

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ACKNOWLEDGEMENT

I am deeply grateful to Professor Barnali Chetia for her invaluable guidance and support throughout my exploration of "PEER PRESSURE IN YOUNG ADULTS: AN ANALYTICAL APPROACH." Her expertise, insight, and encouragement have been instrumental in shaping the direction and quality of our research.

I extend heartfelt thanks to Ms. Dharti Sharma, our dedicated teaching assistant, for her invaluable assistance and valuable suggestions during this endeavor. Her dedication, patience, and willingness to share her knowledge and skills have significantly enriched our project.

My sincere appreciation goes out to the 220 participants who generously devoted their time and effort to complete the survey. Without their invaluable contributions, this study would not have been possible, as they provided the essential primary data necessary for its completion.

I also wish to express gratitude to my friends and colleagues who have been unwavering in their support and encouragement throughout the research process. Their discussions and insights have enhanced my understanding and analysis.

Lastly, I would like to acknowledge all the researchers, scholars, and writers whose work has inspired and informed my study. Their groundbreaking contributions in the field of nuclear technology have paved the way for further exploration and understanding. I am truly thankful to everyone who has played a role in the success of this research endeavor.

DECLARATION

We, Meghana, and Harsha Agrawal, hereby affirm that the studies paper entitled "Peer Pressure in Young Adults: An Analytical Approach," submitted as part of the HS201 end-of-Semester project underneath the guidance of Professor Barnali Chetia, is totally our own authentic creation. We've carried out vast look at, analysis, and documentation to thoroughly investigate and analyze the topic.

We assure for the accurate attribution and quotation of all sources of data utilized in this research. Every effort has been made to ensure the reliability and accuracy of the records provided in this study. Accurate referencing has been employed for all references, quotations, or citations received directly or indirectly from other assets. At some stage in the duration of this research, Professor Dr. Barnali Chetia furnished worthwhile steering and aid, for which we're deeply grateful. Her insightful views and positive recommendation have substantially improved our information and presentation of the studies subject matter.

We additionally extend our gratitude to all our classmates and associates for their beneficial feedback and constructive criticism all through the assignment's improvement.

By signing below, we vouch for truthfulness and originality of our work, and we declare that all the information used in this study paper is accurate to the best of our understanding.

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ABSTRACT

Peer pressure, a potent social force, plays a pivotal role in shaping the behaviors, attitudes, and decisions of young adults as they navigate the complexities of the transition to adulthood. This paper offers a comprehensive examination of peer pressure within the context of young adulthood, drawing insights from psychological, sociological, and developmental perspectives.

Defined as the social pressure exerted by members of one's peer group to conform to certain actions or values to gain acceptance, peer pressure influences various aspects of young adults' lives. Through an extensive review of relevant literature, this paper explores the multifaceted nature of peer pressure and its implications for risky behavior, sexual interactions, social media addiction and academic engagement among young adults.

Utilizing a survey research method, a standardized peer pressure questionnaire was employed to quantify data for analysis. The findings revealed several factors contributing to susceptibility to peer influence, including social

identity, conformity, and the need for affiliation. Moreover, the influence of peer pressure on academic engagement was evident, influenced by factors such as desired social image and the importance of hard work within the school environment.

Furthermore, this paper examines the role of technology and social media in exacerbating peer pressure dynamics, as well as shedding light on how group conformity can lead to substance use and unsafe sexual practices among young adults.

In addition to identifying negative outcomes associated with peer pressure, such as substance abuse and mental health issues, this paper also discusses potential positive aspects, including social support and identity formation. It investigates strategies for mitigating the adverse effects of peer pressure while promoting healthy development and decision-making among young adults.

This paper aims to provide a comprehensive understanding of peer pressure among young adults, highlighting the complex interplay between peer influence

and behavior. It offers insights into intervention strategies aimed at fostering resilience and promoting positive outcomes in this vulnerable population, contributing to the well-being and development of young adults in society.

Keywords:

Peer pressure, young adulthood, psychological perspectives, Sociological perspective, Developmental perspectives, Risky behavior, Sexual interactions, Academic engagement, Survey research method, Standardized questionnaire, social identity, Conformity, Affiliations, Technology, social media, Substance use, Unsafe sexual practices, Group conformity, Intervention strategies, Mental health issues

ABBREVIATIONS:

PP - Peer Pressure, YA - Young Adulthood, PRM - Peer Pressure Questionnaire, SM - Social Media, SU - Substance Use, USP - Unsafe Sexual Practices, GC - Group Conformity, IS - Intervention Strategies, MHI - Mental Health Issues

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INTRODUCTION

Peer pressure exerts a significant influence on the behavior, attitudes, and decision-making of young adults, shaping their transition into adulthood. Defined as the social pressure exerted by peers to conform to certain actions or values for acceptance, it manifests in various domains such as risky behavior, romantic relationships, and academic engagement and it is something which we see daily. This qualitative study, conducted by Meghana Kankantee and Harsha Agrawal under the supervision of Dr. Barnali Chetia, delves into the depth regarding the same and, hence analyzing various factors due to peer pressure. Being a significant factor in the life of a young adult, peer pressure plays a pivotal role in shaping one's life and hence the research endeavors to unravel the diverse perspectives shaping the discourse on peer pressure and its effects. Employing qualitative methodologies, the study aims to shed light on the intricate philosophical viewpoints that influence our collective comprehension of peer pressure and its various implications and how it's perceived by individuals in a detailed scale.

AIMS AND OBJECTIVES

This comprehensive exploration into the realm of peer pressure among young adults uncovers an intricate tapestry of psychological, social, and ethical complexities. Rooted in meticulous research and insightful analysis, the study aims to dissect the multifaceted nature of peer pressure, revealing not only its challenges but also the latent opportunities inherent in understanding this pervasive phenomenon.

Drawing on insights from psychology and sociology, the paper delves into the ethical implications surrounding peer pressure dynamics and examines the underlying principles guiding social interactions. By contextualizing the discussion within historical and contemporary contexts, the research elucidates the profound impact of peer pressure on individual behaviors and societal norms.

Advocating for a balanced approach, the paper goes beyond mere analysis to advocate for strategies promoting resilience, autonomy, and healthy decision-making among young adults. Emphasizing the importance of security, nonproliferation, and responsible management, the study offers practical, yet

conscientious insights aimed at navigating the complexities of peer pressure dynamics.

Crafted with sophistication and depth, this approach fosters informed discourse essential for navigating the intricacies of peer pressure among young adults. The overarching objective remains to increase public awareness and stimulate meaningful dialogue on this critical issue, fostering a future characterized by rational and responsible responses to peer pressure challenges.

RELEVANCE AND IMPORTANCE

Peer pressure is a significant element in shaping the present and future of a young adult as their decisions and their decisions would thereby impact their future. This is because peer pressure performs a pivotal position in shaping the social and mental development of young adults. It affects their attitudes, behaviors, and decision-making tactics, contributing to their identity formation and experience of belonging.

Peer pressure also can affect instructional performance by means of influencing look at conduct, academic motivation, and participation in faculty-associated sports. Expertise on how peer pressure impacts educational fulfillment is vital for educators and policymakers in search of to enhance instructional results. Young adults are prone to engaging in unstable behaviors beneath the impact of peer pressure, with substance use, unhealthy sexual practices, and delinquent activities. Inspecting the position of peer pressure in mitigating those behaviors is critical for the lives of young adults.

Peer pressure can have substantial implications for the intellectual health and well-being of young adults. It can make contributions to pressure, tension, and melancholy, whilst people experience strain to comply to dangerous social norms or face exclusion from peer activities. Peer pressure affects the formation and dynamics of social relationships among adults. It can affect friendships, romantic relationships, and interactions within peer companies, shaping the first-class and balance of those relationships.

Peer pressure in young adults is vital for expertise in its multifaceted impact on their lives and development. By inspecting its relevance and significance, we can broaden effective interventions to promote healthy social dynamics and well-being among young adults.

HYPOTHESIS:

Peer Pressure leads to group conformity, risky behavior of young adults, social media addiction, and negative impact on academic achievements.

CHAPTERIZATION:

In the well-structured framework of this qualitative exploration into peer pressure among young adults, each chapter unfolds methodically to unravel the complexities of this social phenomenon. Chapter 2 serves as a thorough exploration, navigating through a diverse array of perspectives on peer pressure. Here, a meticulous review of pertinent literature sources establishes the foundation for understanding the multifaceted nature of peer influence. Transitioning to Chapter 3, the structure is bifurcated into two distinct sections. The initial segment elucidates the methods employed for data collection, encompassing not only online surveys but also offline interviews and observations. The subsequent section delves into the intricate process of data analysis, meticulously examining responses to key questions posed in the study. Finally, Chapter 4 synthesizes the wealth of information garnered from the research, presenting a cohesive summary of the findings. Within this chapter,

conclusive insights are drawn from the analyzed data, accompanied by an acknowledgment of the study's limitations. Moreover, potential avenues for future research within the dynamic realm of peer pressure among young adults are suggested.

2. LITERATURE REVIEW

1. Research on the Influence of Peer Pressure

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Peers are groups of people who share similar interests, ages, backgrounds, or social standing. They are an essential source of knowledge, criticism, and support for people as they develop their sense of self. The presence of peers is particularly important during adolescence because adolescents start to shift from spending quality time with families to spending time with friends and peers. Peers become a safe arena where adolescents can experiment, learn, and maintain certain social norms with peers, prompting adolescents' competence while trying to find their identity and autonomy on the path to becoming adults. As significant as peers' role in adolescents, peer pressure is often inevitable. Peer pressure happens when peers exert pressure on adolescents to engage or not engage in certain behavior. Such pressure can be as explicit as spoken or direct peer pressure or as subtle as unspoken and indirect peer pressure, but it is equally influential on

adolescents, who crave peer acceptance and novel experiences. Currently, there is extensive psychological research on peer pressure's influence on different activities like investment, substance, aggression, and many more. However, a more holistic view of the role that peer pressure plays in adolescents' lives is limited. Therefore, due to the great influence and prevalence of peer pressure in adolescence, this essay investigates the current situation of peer pressure by examining peers' influence on adolescents regarding risky behavior, romantic relationship, and academic performance.

Risk behavior like alcohol intake, cigarette usage, use of illegal drugs, sexual behavior, risky driving practices, and criminal activities are nothing new in the reckless period of adolescence. On the path to becoming independent adults, adolescents explore their identities by conducting new and often risky actions [1]. Unsurprisingly, Peer pressure is one of the major sources influencing adolescents' commitment to such kind of action. Bearing imaginary audiences and the desire to fit in, adolescents do what are the 'norms' in their friend circle, which often turn out to be risky behavior. Indeed, researchers find correlations between adolescents' rate of committing risky behavior and that of their friends. However, correlation does not imply causation, this kind of correlation could be caused by adolescents' egocentrism, as revealed by self-reported data: perceiving more

similarity with their friends than reality; or adolescents' selective attention: humans' proclivity to befriend those who are like themselves [2]. Luckily, longitudinal studies find that in terms of alcohol intoxication and delinquent behaviors, friends resemble each other before they become friends, but such resemblance continues to grow for those that remain friends for a year. This is because the accepted friends exert influence on one another, whether that means bringing up or down the rate at which one engages in alcohol intoxication and delinquent behaviors [3]. Similar results have also been found in terms of cigarette, drug use, and aggressive behaviors, which imply that though selective attention does take place during the selection of friendships, peer pressure that pushes adolescents into risky behavior exists. Furthermore, in a lab experiment, participants are randomly assigned to a risk-taking or riskaversion group with a peer, a virtual peer, or alone. The results indicate that participants with a peer - whether with a physical peer or a virtual peer - engaged in more risky behavior than those alone, which points to the presence of a peer as being the cause for the commitment to risky behavior [4]. The finding about virtual peers (who communicate with the participants by sending direct messages like that on Facebook) being as influential as physical peers, further points to the more modern form of peer pressure where adolescents listen and get influenced by

their friends, or even strangers online. However, peers' influence on adolescents' engagement in risky behavior is multifaceted, and just like how peers can suppress one's rate of committing risky behavior to increase the resemblance between them, peer relationships also have the potential to protect adolescents from dangerous activities. Such protection depends on the quality of friendship—both positive and negative. Research suggests that adolescents who have negative-quality friendships are more likely to engage in delinquency, risky sexual behavior, and substance abuse.

Peer pressure is common among older adolescents pursuing higher education because they are concerned with developing a social image of their identity while surrounded by their competitors – Proceedings of the International Conference on Social Psychology and Humanity Studies DOI: 10.54254/2753-7048/8/20230090 165 peers. Peer pressure is prevalent in schools; studies have discovered peer societies that negatively influence adolescents' educational investments. Those school investments, such as SAT prep courses and their effect on practicing for the high school exit exam, are negatively yet significantly impacted when similar behavior is observed in one's peers. Negative peer pressure in education is often associated with the presence of the type of social image associated with the overall take-up of educational opportunities. The

framework created by Austen-Smith and Fryer rationalized two types of social image influencing the degree of peer pressure received by students. Namely, the social and economic types; peers appreciate those who are high on the social types, yet firms hire those high on the economic type. Therefore, when the opportunity of signaling to one's economic types by exerting efforts on education is more cumbersome than singling to social types, students are likely to reduce the educational effort to avoid sending the signal that they are low on social types to their friends. On the other hand, if peers also like high economic types, where being smart is thought of as being cool, students may undertake certain actions like participating in a class discussion, answering questions, or working on a group project to showcase their ability, and other students that lack such academic ability might choose not to undertake such action and put their efforts on maintaining their social image [8]. Overall, such concern in both types of social image results in negative peer pressure.

2. Peer Pressure among Undergraduate Students

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Adolescence is a period of rapid social and biological change. According to Stanley Hall, Adolescence is regarded as stress and storm of an individual's life. It is associated with increased risk to the physical and mental health of those enroute to adulthood. A healthy part of adolescent development depends upon humankind and the environment around them. In this regard in the Adolescence period peers or peer groups are one of the most important aspects of one's life. The quality of peer group and a healthy environment leads to a better development of an individual. During this crucial period the Adolescents are more likely to be influenced by the members of their Peer groups they are with. With good friend circle the Adolescents will develop good social behavior and adjustment patterns that will help them to adapt to the changing circumstances in the society. However, if the peer circle is more inclined towards antisocial activities and risky behaviors then the individual will also inculcate similar negative traits which will not only hamper their personal adjustment but will also affect their social and emotional adjustment in the world around them. That's why it is very important to understand peer pressure among adolescents, especially related to their risk-taking behavior. Based on the results of this study, it is hereby concluded that Peer Pressure has an important influence in the risk-taking behavior of the students. So, the parents and the teachers should try to

develop self-confidence among their children so that they can handle peer pressure and deal with them. And there is no difference in peer pressure based on gender. Thus, it is very important to understand peer pressure among adolescents. This understanding will lead parents, teachers, and counselors to make adolescence enable enough to resist peer pressure and deal with them efficiently so that they can adjust with their surrounding and the environment they are in.

Hence, from the present study researchers have found that Peer Pressure is a most dominant factor in the life of Adolescence which may affect their daily life in several ways. So, to deal with the Peer Pressure some suggestions are given as below

1. First, one must learn to say 'NO' when their Peers force them to do such things which is uncomfortable for them.
2. Parents and family members should build a strong bond with their kids so that they feel comfortable sharing their thoughts, opinions, and ideas with them.
3. Parents should look out their children's when they are hanging out with their friend circle or peer group, so that they can find out if their friend circle is suitable to them or not.
4. Parents as well as teachers should try to develop self-esteem and confident among the

children's so those children's can take proper actions and bold decisions by themselves and can deal with their Peer group. 5. Children should surround them with positive people and should keep them busy with healthy activities.

3. The effect of peer pressure on value orientation of adolescents and young adults

Karnika Anand^{1*}, Dr. Nikhat Kaura²

Peer pressure happens when a partner bundle applies prompt or indirect strain to do certain exercises. The articulation of "peer" as often as possible suggests people one knows, taking everything into account, and who have a similar cultural situation to oneself. In any case, peer pressure can in an analogous manner be applied by the greater culture. For example, TV projects can give to the open a commendable strategy to act, despite the way that the people on TV haven't the foggiest about every individual they are affecting. Buddies are people who you partner with or that resemble you in age, interests, or in some other way. Friends can consolidate people you are mates with, go to class with, work with or meet at an event. Peer pressure is when you are affected by others (your allies) to act in view of a specific objective. On the off chance that you're with buddies who are

achieving something that you usually would not do, and they convince you to do what they are doing, that is an instance of peer pressure. We should explore precisely how incredible buddies can be in doing unlawful prescriptions. The way pressure is applied by friends can fluctuate. A friend may pressure you legitimately by requesting that you accomplish something, or they may prod or cajole you so you will fall in accordance with their conduct. They may not utter a word by any means; rather, they may pressure you by regarding you as a pariah or by disregarding you. Peer pressure can achieve changes in conduct, yet in addition considerations, sentiments, and emotions. While peer pressure is most often used to depict the impact of peers on adolescents, all individuals can be liable to peer pressure. At the point when an individual has been compelled into undesirable propensities, an advocate can enable the person to reconsider and change their conduct. Peer relations are never more remarkable than in youthfulness. Notwithstanding an adolescence related spike in enthusiasm for inverse sex connections, teenagers invest more energy than kids or grown-ups associating with peers, report the most elevated level of bliss when in peer settings, and allocate most prominent need to peer standards for conduct (Brown and Larson, 2009). This formative top in alliance inspiration shows up exceptionally monitored across species: Adolescent rodents additionally invest

more energy than more youthful or more seasoned rodents communicating with peers. Also, a few formative neuroimaging examines demonstrate that, comparative with youngsters and grown-ups, teenagers show elevated neural actuation considering an assortment of social upgrades, for example, outward appearances and social criticism (Burnett et al., 2011). Together, this proof for extreme touchiness to social improvements proposes that youths might be more probable than grown-ups to create a pattern condition of increased methodology inspiration when presented to emphatically valence peer boosts in a basic leadership situation, accordingly, making way for an overstated methodology refinement impact of friend setting on dangerous basic leadership. As opposed to the moderately unexpected changes in social preparation that happen around the hour of pubescence, subjective limits supporting effective self-guideline develop in a progressive, direct example throughout pre-adulthood. In formative corresponding with basic cerebrum changes thought to help neural preparing proficiency (e.g., expanded axonal myelination), young people show proceeded with gains accordingly restraint, arranged critical thinking, adaptable guideline use, motivation control, and future direction (Steinberg, 2008). Youths and young people feel social strain to fit in with the get-together of associates with whom they blend. This peer pressure can affect how adolescents dress, what kind of

music they check out, and what sorts of direct they partake in, including perilous practices, for instance, using meds, cigarettes, and alcohol, and taking part in sex.

The intensity of peer pressure contrasts from situation to condition. Friend packs are regularly internal circles of colleagues who are about a comparable age.

Partner pressure can begin in early puberty with kids endeavoring to get various kids to play the games they need. It increases through youth and lands at its power in the preteen and adolescent years. Every youngster in focus and optional school oversees peer pressure, normally consistently. It is the method by which children and youngsters make sense of how to exist together with others of their own age gathering and at last make sense of how to get self-governing.

Depending upon the social affair endeavoring to apply the effect, peer pressure can be negative or positive. Starting in focus school, kids begin to contribute more vitality with their partners and less time with their people and family. Though a couple of children remain loners and not part of any social event, most preteens will as a rule be a bit of a touch of get-together of friends called a group. In kids ages eleven to fourteen, it is commonly customary for people from these internal circles to be of a comparable sex. Youths will contribute a lot of vitality with partners in their circle, imparting by going out to see the movies or the strip mall, visiting on the telephone, or chatting on the web with messaging. They

understand which kids have a spot with explicit groups and who the reserved individuals are. Inside the circles, talk about the opposite sex is notable as is making game arrangements for out of schoolworks out.

Peer pressure can be dynamic or detached. Dynamic peer pressure portrays a circumstance where an individual attempts to persuade another person to accomplish something. For instance, two peers may urge a third peer to drive over as far as possible since "everybody drives that quickly in any case."

Uninvolved peer compel alludes to demonstrated or copied conduct. Somebody with a few companions who is content while driving might be bound to content and drive themselves. They may reason that their companion's are content and drive, so it must not be so awful. Detached peer pressure, now and then called implicit pressure, may have more impact over conduct than dynamic companion pressure. Implicit pressure might be more earnestly opposed because it can appear to be simpler to oblige the group to fit in, particularly when there is no unequivocal strain to accomplish. Individuals who do not feel driven into something may make some harder memories finding a chance to will not.

Individuals vary by the way they approach others. A few people will in general methodology others in an agreeable way, though others will in general methodology others in a progressively egotistical way. Such social manners have

been exhibited to be incredibly significant in different settings and are regularly analyzed under the heading of social worth direction idea alludes to inclinations for specific circulations of results for self as well as other people. One could segregate among different social worth directions, for example, selflessness, fairness, participation, independence, rivalry, hostility, and so forth.

Notwithstanding, investigation has upheld a three-class typology that segregates among three directions—prosocial direction, individualistic directions, and focused direction.

4. The Sources, Impacts, and Therapies of Teenagers' Peer Pressure

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Research on peer pressure began in the United States in the 1950s. Due to the post-war recession. The negative influence of peers has accelerated the spread of passive attitudes and risky behaviors among American teenagers. Among them, the negative influence of peers has played a significant role in the spread of young people's negative psychology and dangerous behavior. Thus, research concentrated on peer pressure is carried out.

Peer pressure can be concluded from five sources: involvement in peer social activities, misconduct, involvement in school, conformity to peer norms, and involvement with the family. There is no denying that family and school are the two key factors, for most young adults or adolescents spend their time in these two environments. At the same time, the surrounding environment, including who adolescents play with, which place they usually go after school, etc., cannot be ignored. It is very necessary to deal with pressure and have good solutions and communication methods.

Smoking, drinking, sexual behavior, and other risk-taking behaviors are one of the causes of peer pressure. These behaviors often transform and interact with pressure to form a vicious circle. Similarly, dieting and prejudice are also causes of peer pressure [9]. Adolescence is a vulnerable period of increased peer pressure on appearance, which may be related to dysfunctional eating patterns, from extreme weight loss to overeating. Indeed, during adolescence, the importance of peers increases, and there is an augmented susceptibility to peer pressure that may be associated with risky behaviors.

Non-benign peer pressure could lead to many nonideal impacts. The negative influence imposed on teenagers may cause lifetime changes in their physical and

mental health. Intense competition among peers at school may seem to increase the average score rates. In the research on peer pressure and its influence on adulthood, almost one-third of the college students claimed that peer pressure they have experienced during their secondary school time caused a massive influence on them, and it was one of the hardest things for them to deal with. The study also shows that the negative impact shows a stronger influence on females than males. The dating attitudes, sexual activities, drugs drug alcohol addiction all contribute to peer pressure among adolescence. It is incontestable that the negative impacts which teenagers pass through each other could lead to consequences that no one wants to see. For example, with indirect peer influence, adolescents may begin to use tools like tobacco and alcohol for better socialization among peers [12]. This behavior may also lead to several impacts, including images on the lungs, and brain.

5. The Influence of Peer Pressure on College Students and the Countermeasures

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Academic stress is an internal and external pressure that is beyond a student's ability or that may threaten him or her. How can stress be handled properly?

Stress can be both a motivator and a resistance to learning. It is not only a crucial factor in mental health but also an important variable in academic performance.

Many students suffer from academic stress, they are anxious and nervous.

Sometimes, academic stress can promote students to learn and motivate them to study hard. This may help them to get a good grade. On the contrary, sometimes students just feel stressed, but they do not try hard or just make some effort unconsciously. This will cause them to get increased stress and will make them increasingly anxious. The pros and cons of college students' academic stress on their learning and growth depend on how they handle it.

If the peer pressure is too much that the college students can offer it, it will lead to series of adverse consequences, for example, they will become anxious and lose their self-esteem. They cannot keep pace with the group, they will get anxious and gradually lose confidence. If the students in the group that have bad values and behavior are not conducive to the socialization of college students. If some students in the class are particularly good at their grades, other students will feel inferior or sad because of this. Then the pressure from the grades can affect the students' mindset and some of them may simply give up trying because

the disparity is too great and go down the wrong path from then on. Of course, some students may also feel inferior and sensitive because of the wide gap between the rich and the poor in their families. They feel that they are not rich enough, but spending time with other people regularly puts a lot of pressure on them and they want to live the same life like them, but if they are unable to achieve such a standard of living and are overly inferior and sensitive, they may resort to some unscrupulous means to acquire some unjust possessions. Peer pressure will make students follow the herd mindlessly. Such as stealing, robbery, etc. This series of bad behaviors can have a significant negative impact on students. To get into the group as soon as possible, they often change themselves and act as cater to the group members. After a period, the college students will lose the ability to judge right and lose their self-confidence.

6. Peer Pressure in College Students:

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In colleges, the behavior of the individuals changes significantly upon interaction with the many different people that they encounter in college. Their social interaction also increases drastically, especially with their peers, while attending parties and college functions together. They are majorly influenced by their batch mates, and it plays a key role in the behavioral changes of the students and more so when there is a fear of conformity and social acceptance by their fellow peers. Nobody wants to be left out of any group in colleges and hence there is a higher chance of the Peer pressure and its effects on college going students. Researchers have found peer pressure to be linked with a host of undesirable outcomes for adolescents, including greater alcohol consumption, cigarette use, petty theft, drug use, delinquency, depressive symptoms, risky sexual behavior etc. (Allen, 2006; Crockett, 2006; Sullivan, 2006). However, in college going students there is a

higher need of social acceptance and hence peers pressurize each other to do certain things and in a way influence each other. They sometimes produce unrealistic expectations; they are still adapting to the pristine environment and there is a need for some connection to be established and make new friends and hence the students come under peer pressure and end up doing certain things that many a times they do not even want to. This does not only happen to the newcomers in college but even the ones who have completed their 1st or 2nd year in college or even the ones who are about to graduate. Students from different years in college also experience distinct levels of Peer Pressure. It must be considered Peer Pressure in College Students: A Comparative Study DOI: 10.9790/0837-2408016369 www.iosrjournals.org 64 | Page that the first-year students who have newly joined college have a lot more difficulty in adjusting as the environment completely changes from the high school experience. They still are a little less connected to the whole college environment and are looking for new experiences and groups to settle in. The first-year students are not very stable in a particular group generally and are looking for people who have similar mindsets and attitudes with whom they can connect to in the college for the next few years that they are going to be in. In comparison to this, those students who are in second and third year have already established their own college groups

and found out people that they spend time together spend time together with most of the times. The whole shift from high school to college is not new to them and hence they are more familiar with the college traditions, and it may be a factor that can affect the levels of peer pressure that they experience. These students have higher needs to be more stable and recognized by their fellow friends and hence the tendency to succumb to peer pressure is more than the first-year students. They have a mindset to get all the college experiences in the lives before they move on to the last year of college and then later fall apart, focusing more on their career life. Considering this, the fourth year students generally are more focused on their academics and even when they have a familiar group since the last couple of years, they now care more about their studies and life after college and hence the tendency to succumb to peer pressure is less than those who are in the 1st, 2nd or 3rd year of college. On basis of this, the hypotheses for this study have been established and the research will be conducted to find out the distinct levels of peer pressure that is experienced by students in different college years. There is a need to understand the effects of peer pressure on the college students and how are they influenced by them and what are the needs of the students to be pressurised by the peers.

CONCLUDING THE LITERATURE REVIEW:

The literature reviews presented above offer a comprehensive examination of the intricate dynamics surrounding peer pressure among young adults. They provide valuable insights into the multifaceted nature of this phenomenon, highlighting the influence of several factors such as age, personality traits, cultural backgrounds, and familial influences on individuals' susceptibility to peer influence.

Furthermore, the reviews delve into the psychological implications of succumbing to peer pressure, underscoring its potential to induce anxiety, depression, and other mental health issues among young adults. They also explore the complex interplay between conflicting pressures from peers, parents, and societal norms, emphasizing the challenges young adults face in navigating these competing demands.

Overall, these literature reviews contribute to a deeper understanding of peer pressure and its effects on young adults. By synthesizing findings from existing

research, they provide valuable insights that can inform interventions and support systems aimed at empowering young adults to resist negative peer influences and make informed decisions aligned with their values and goals.

3 Analysis

3.1 Analysis I

3.1.1 Methodology

The research methodology employed for this study involved designing and implementing an online survey aimed at exploring how peer pressure influences the decision-making process among young adults. The survey, created using Google Forms, consisted of structured questions tailored to address the research objectives. To ensure a diverse and representative sample, a random sampling method was utilized, targeting the participation of 219 individuals. The survey was disseminated through various channels, including social media platforms, email lists, and online forums, with a clear emphasis on conveying the survey's purpose and ensuring participant anonymity. Upon concluding the data collection phase, statistical techniques were applied for quantitative analysis, including frequencies, percentages, and correlation coefficients. Qualitative analysis was also utilized to extract deeper insights from open-ended responses. Given the limited sample size of 219 subjects, an inductive research methodology was adopted for this study.

3.1.2 Variables

The survey encompassed a sample population of approximately 219 individuals, with a focus on key variables including age, gender, professional background, and

educational attainment. These variables were deemed crucial in capturing the diverse perspectives among the survey participants. Age served to delineate generational differences, with older adults expected to hold more conventional viewpoints compared to younger respondents. Similarly, the influence of participants' professional backgrounds and educational attainment played a significant role in shaping their experiences and mindsets, thus contributing to the varied responses observed in the survey

3.2 Analysis II

Data collected through google form Sample Size We have surveyed 219 people through Google form.

The distribution of the respondents based on age group is (google form):

Age

219 responses

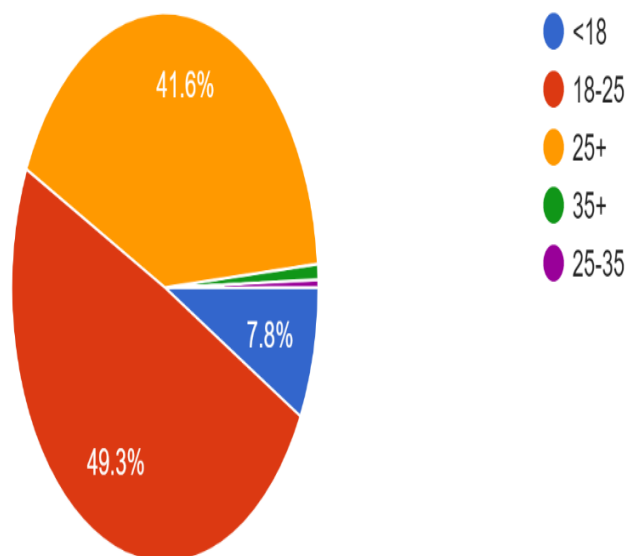


FIGURE 1

1. The given pie chart illustrates the age group of the 219 respondents and shows a diverse distribution across various age groups. The largest group, comprising 34.2% of respondents, falls within the 18-24 age range, suggesting a heightened interest in or involvement in the topic of peer pressure among this demographic.

However, further responses help us to understand that peer pressure is not confined to a certain age group and can go into deeper lengths.

GENDER:

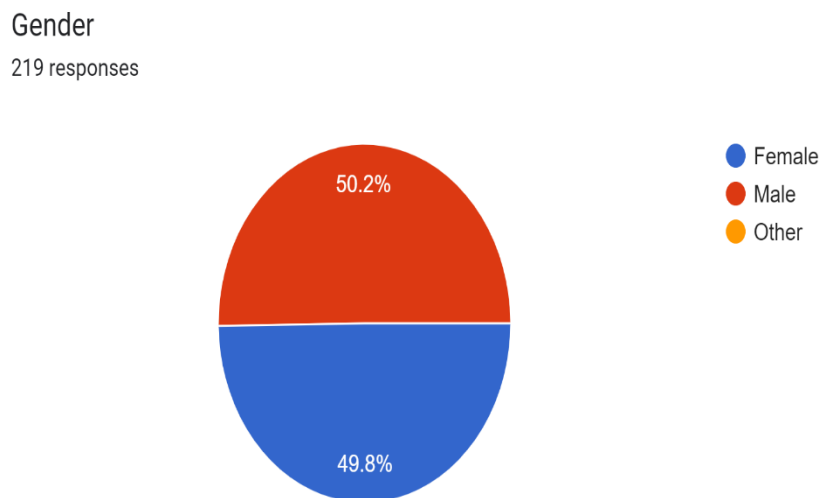


FIGURE 2

2. The next category highlights gender of the respondents, which shows almost equal responses from the female as well as male category highlighting that gender does not play major part when it comes to peer pressure.

EDUCATIONAL BACKGROUND:

Educational Background

219 responses

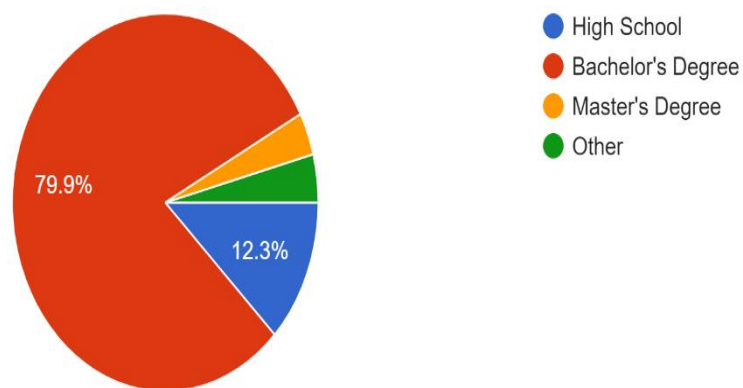


FIGURE 3

The following pie chart gives us an analysis of the various educational backgrounds of the respondents. As we can see most of the respondents are from bachelors degree and the others are from high school , masters degree or other educational background .

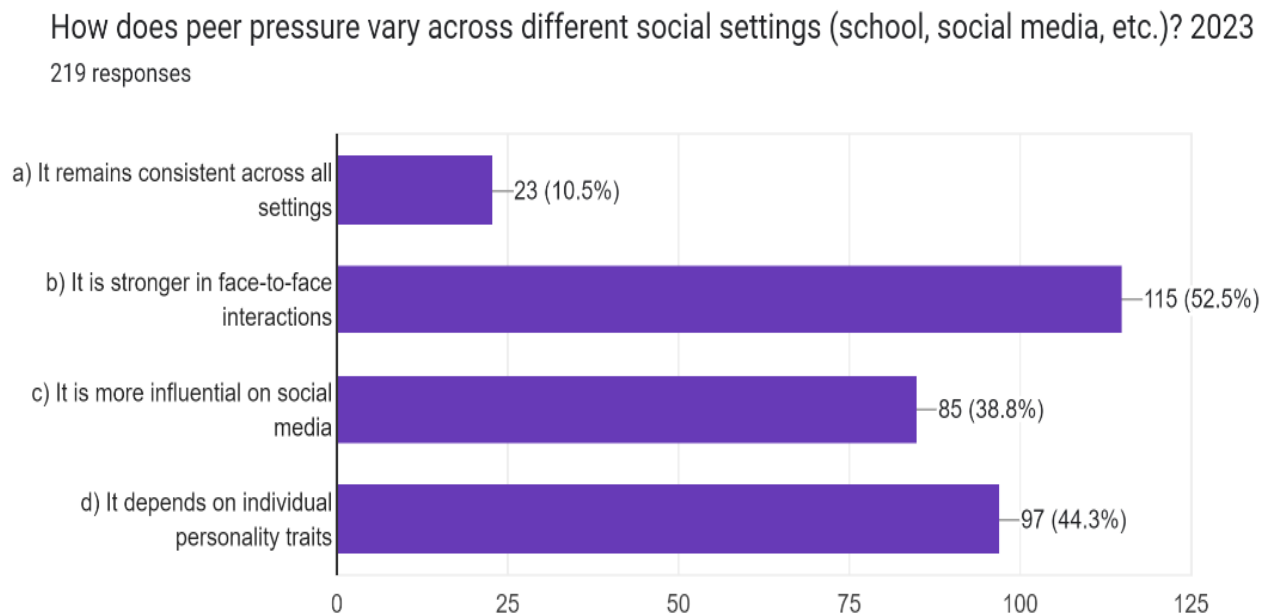


FIGURE 4

Peer Pressure varies across different social settings, and it is evident from the following responses. However, from the responses above, people do believe that face to face interactions and social media are more influential when it comes to peer pressure and a larger part of respondents also do believe that it depends on the individual's personality traits how the succumb to diverse types of peer pressure in different social settings.

What are the psychological effects of succumbing to peer pressure in young adult?
219 responses

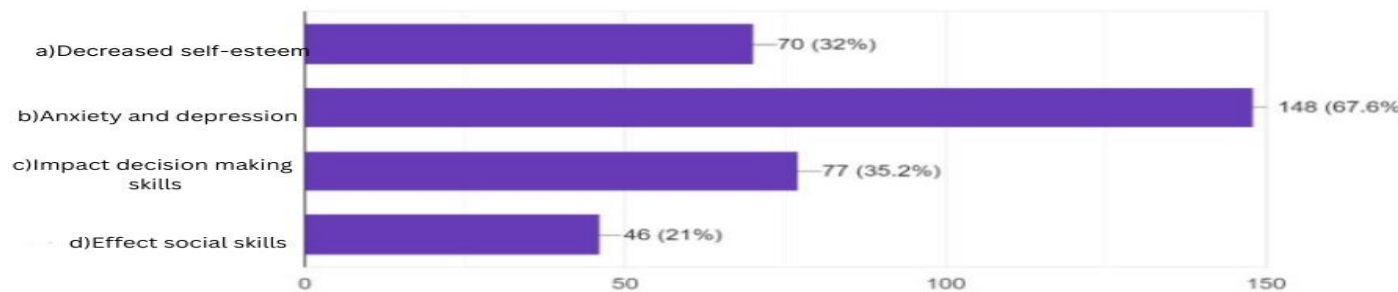


FIGURE 5

The responses above clearly state there is some sought of psychological effects due to peer pressure and it could affect an individual one or the other way.

Although more than half of the people who took the survey (67.6%) believe peer pressure could cause anxiety and depression in an individual and affect them mentally.

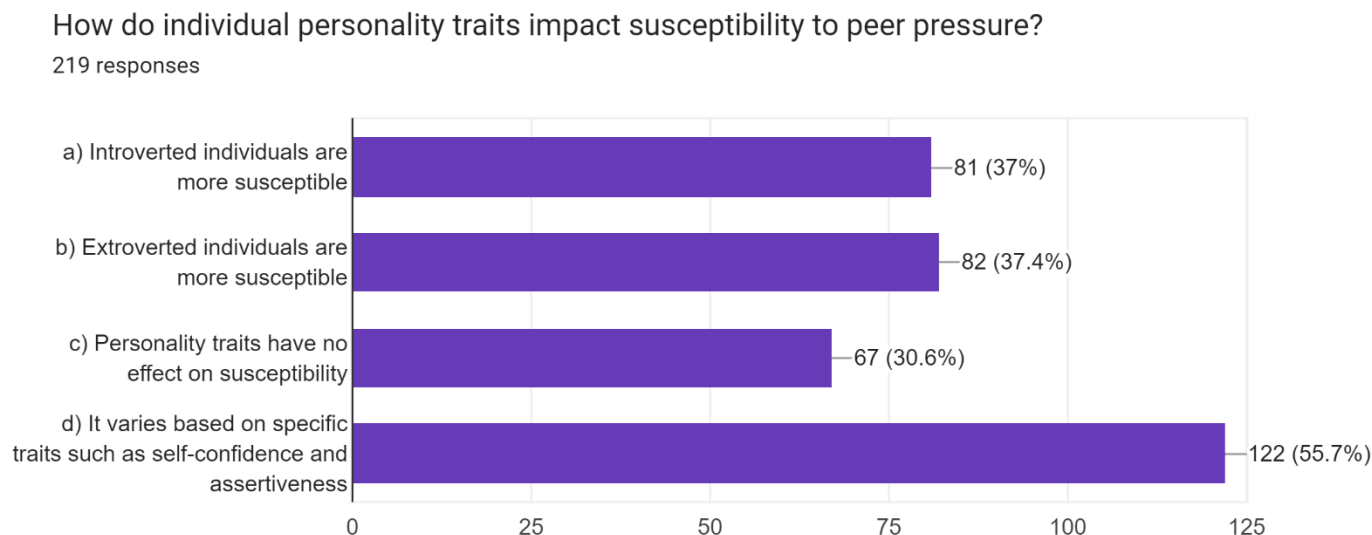


FIGURE 6

The following survey gives us an overview of the impact of individual personality traits to peer pressure and the diverse range of responses indicates that certain personality traits, such as extroversion, conscientiousness, or self-esteem, may either mitigate or exacerbate individuals' susceptibility to peer influence. This analysis underscores the complex interplay between personality traits and susceptibility to peer pressure, highlighting that although everyone could succumb to peer pressure certain personal traits could have a visible impact.

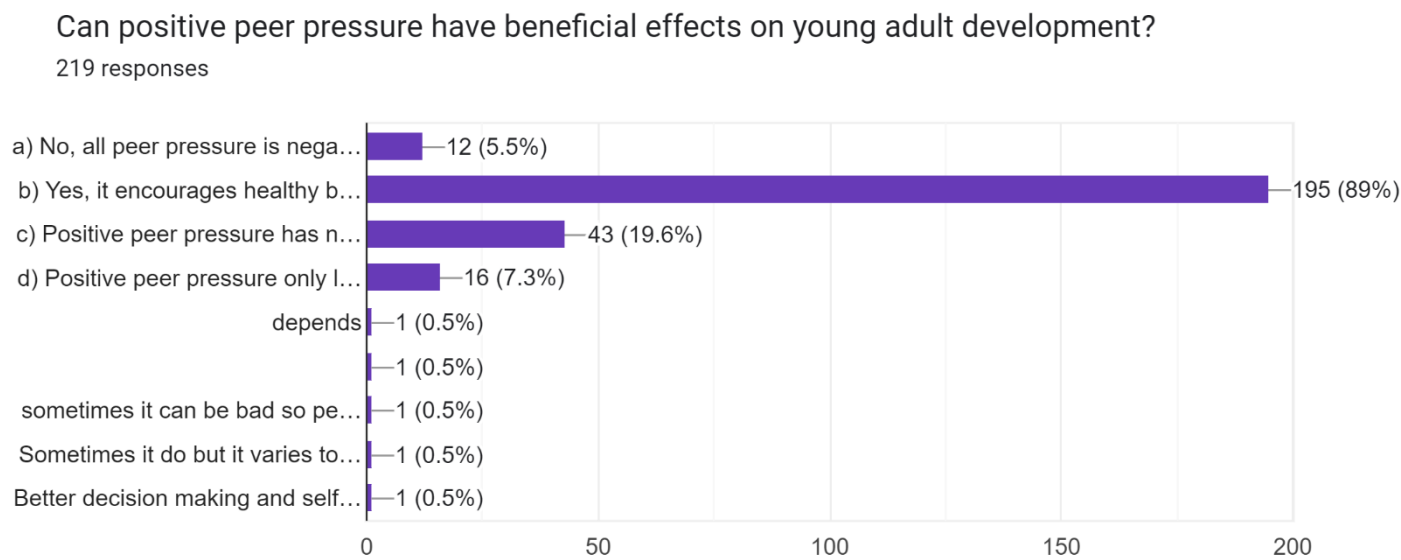


FIGURE 7

The following survey based on positive peer pressure gives us a clear picture that not all peer pressure could impact us negatively and positive peer pressure could impact people in a healthy way and hence can encourage healthy behavior and impact one's choices in a positive way.

Are there cultural differences in the manifestation and impact of peer pressure on a young adult?

219 responses

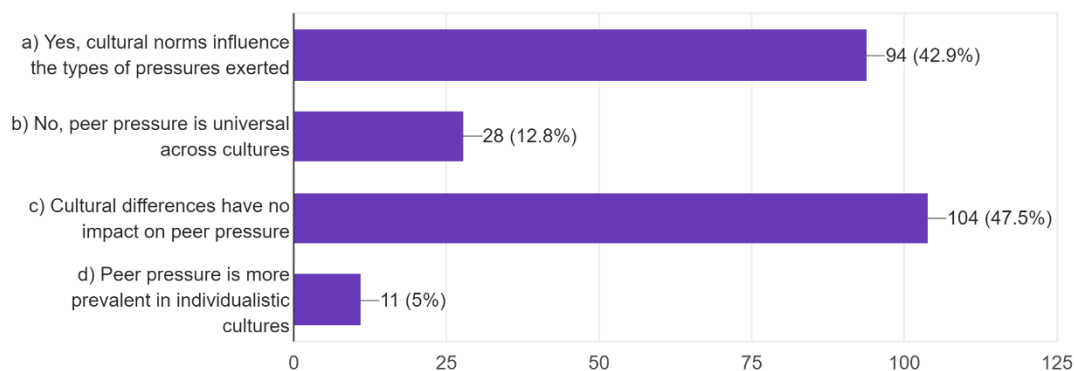


FIGURE 8

The diverse range of responses indicates that cultural norms, values, and social expectations vary significantly across distinct cultural contexts, influencing the nature and magnitude of peer pressure experienced by young adults. Factors such as collectivism versus individualism, societal attitudes towards risk-taking behaviors, and the role of family and community dynamics may all contribute to shaping the manifestation and impact of peer pressure within specific cultural settings.

What role do parents and guardians play in mitigating the negative effects of peer pressure?

219 responses

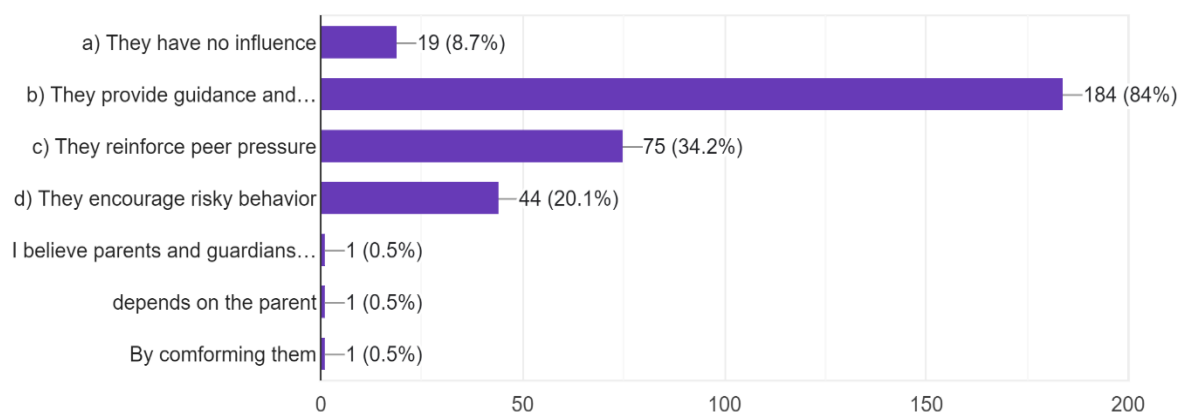
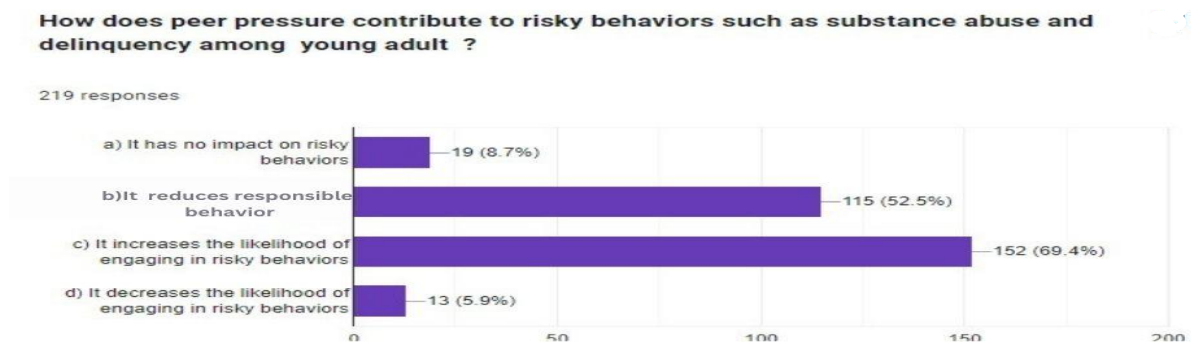


FIGURE 9

The given survey helps us to understand the role of parents or guardians concerning peer pressure on an individual and 84% of the respondents believe they could help in a positive way and provide guidance and support to the individuals which likely indicates that parents and guardians can serve as influential figures in providing guidance, support, and mentorship to help young adults navigate peer pressure effectively.

**FIGURE 10**

From the following question we can conclude from the responses that peer pressure impacts likelihood of engaging in risky behaviour and people tend to go behave out of their way in an irresponsible way to conform due to peer pressure and hence increases the chances to contribute to risky behaviour such as substance use and delinquency.

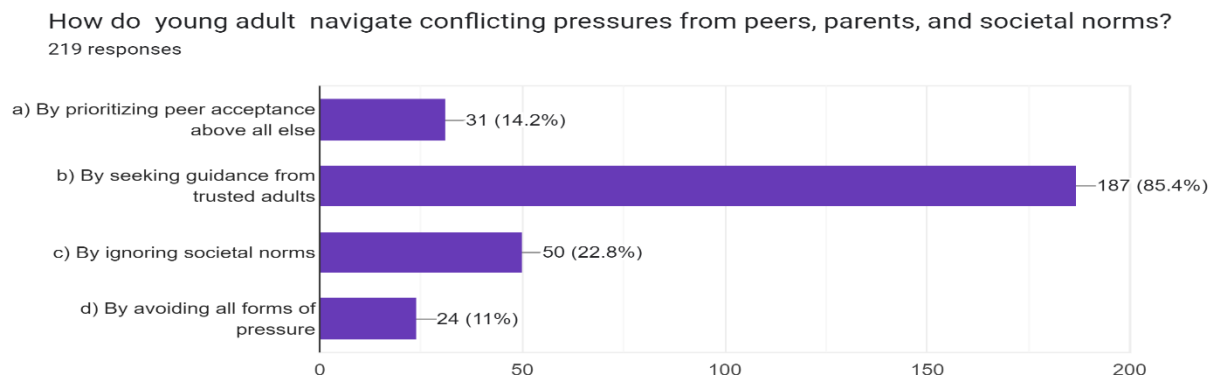


FIGURE 11

In the following survey, it clearly states that a larger part of people prioritizes seeking guidance from trusted adults during conflicting terms with peers and hence seek help from them. The varied responses suggest that young adults employ diverse strategies to navigate these pressures. Some may prioritize their own values and beliefs, while others may seek compromises or support from trusted individuals.

Analysis of the data collected from the online survey:

The survey findings on peer pressure reveal a diverse tapestry of perspectives among respondents, the responses give us valuable insights of thought process, knowledge and personal varied opinion of the respondents which helps us to draw conclusions regarding the same.

By delving into factors such as age, personality traits, cultural backgrounds, and familial influences, the survey uncovers the diverse ways in which peer pressure manifests and its varying impact on young adults. It becomes evident that peer pressure is not a uniform experience but is deeply influenced by contextual factors, shaping individuals' behaviors and decision-making processes in complex ways.

The survey also talks about the psychological effects of young adults when they conform to peer pressure and how it affects them mentally causing anxiety and depression and how it varies in different social settings. The underlying opinion that at the end of the day it also depends on individual's personal traits cannot be ignored as well.

One of the key findings of the survey is the intricate interplay between conflicting pressures from peers, parents, and societal norms. Young

adults are faced with navigating these competing demands, often requiring them to strike a delicate balance between asserting their autonomy and conforming to external expectations. The survey highlights the challenges young adults encounter in this balancing act and the diverse strategies they employ to manage these pressures, from prioritizing their own values to seeking support from trusted sources.

In conclusion, the survey offers valuable insights into the complexities of peer pressure among young adults and highlights the significance of contextual factors in shaping individuals' experiences. By understanding these nuances, we can develop an understanding of how peer pressure plays a significant role in one's life and hence its positive and negative impacts and hence shapes a person's life impacting their present and future as well.

3.3 Offline Survey:

Given below is the offline survey conducted by us to frame a clear picture on peer pressure and summarize answers received from a group of people who took the survey.

1. How regularly do you sense peer pressure from your friends to conform to certain behaviors or evaluations?

They regularly feel pressured by their friends to comply with certain behaviors or reviews, particularly in social situations in which there may be a robust desire to merge in.

2. Have you ever experienced peer pressure to have interaction in risky behaviors (e.g., substance use, reckless riding) as a young grownup?

Yes, they've have faced peer pressure to engage in risky behaviors, inclusive of drinking alcohol excessively or trying drugs, when striking out with buddies who indulge in such behaviors.

3. In what social situations of your life do you experience the most influenced by peer pressure (e.g., teachers, social sports, relationships)?

They experience the maximum influence from peer pressure in social activities and relationships, in which they are often forced to conform to norms or expectations set through their friends.

4. How do you typically respond to peer pressure? (e.g., provide in, face up to, are trying to find aid from others)

They usually face peer pressure by means of sticking to their own values and beliefs, however every now and then they give in to keeping away from feeling omitted or judged by way of their friends. In other cases, they mostly seek help from friends who share comparable values and might help them resist bad influences.

5. Do you think peer pressure has an enormous impact on decision-making amongst young adults?

Yes, they agree that peer pressure could have a substantial effect on decision-making amongst young adults, as there is frequently a sturdy desire to belong and be typical by friends, which can influence the alternatives they make.

6. Have you ever witnessed instances of peer pressure affecting the conduct of your friends? in that case, please describe.

Sure, they have witnessed instances in which peer pressure has inspired the behavior in their friends, inclusive of encouraging them to skip magnificence or interact in risky activities like binge consuming.

7. How do you believe peer pressure influences self-confidence amongst young adults?

They believe peer strain can have an impact on and self-confidence among young adults by means of making them insecure or insufficient if they do not agree to the expectations of their friends. It could additionally lead to feelings of guilt or disgrace if they supply into poor peer affects.

8. Do you agree there are gender differences in how young adults enjoy themselves and respond to peer stress? If sure, please explain.

Sure, they consider there are gender differences in how young adults revel in and reply to peer strain. as an example, men may additionally feel stress to show dominance or aggression in social situations, whereas women may feel strain to conform to traditional gender roles or standards of splendor.

9. Have you ever felt excluded or ostracized through your peer institution for not conforming to their expectations? If sure, how did you deal with the situation?

Yes, they have felt excluded or ostracized via their peer institution for not conforming to their expectations, which includes not taking part in activities or preserving special ideals. They treated the situation with the aid of locating new buddies who stays with them for who they're and are aligned with their values."

10. What strategies do you suspect will be powerful in helping young adults face up to negative peer stress and make impartial selections?

They agree with few powerful strategies for resisting negative peer pressure and making independent decisions which thereby will improve their self-esteem and confidence, surrounding oneself with supportive people who share similar values, and assertively status up for one's beliefs and obstacles is also an effective solution.

CONCLUSION OF THE SURVEY:

Concluding the survey, we get various valuable inputs which thereby gives us a clear view of peer pressure and hence its impacts. Just like we saw above, peer

pressure as seen in the survey does lead to conformity and impacts our decision making when in a group or in social settings where there's ardent desire to fit in. We can also see that due to conformity engaging in risky behaviors has a visible spike however the findings suggest that while some young adults may resist peer pressure and assert their independence, others may struggle to navigate conflicting expectations from peers, parents, and societal norms.

4.CONCLUSION

Peer pressure remains a customary and influential pressure in the lives of young adults, shaping their behaviors, attitudes, and choice-making processes in various social contexts. The research gives us valuable insights and nuanced dynamics of peer pressure amongst young adults and underscores the complexity of navigating those social influences.

Firstly, the research highlights the pervasive nature of peer pressure throughout the lives of young adults. From conforming to certain behaviors or opinions to experiencing peer pressure to engage in risky behaviors, like substance use or reckless riding, young adults stumble upon peer pressure in various bureaucracy. This pressure often extends beyond social activities to influence academic performance, relationships, and even self-esteem.

Moreover, the research also underscores the multifaceted approaches wherein young adults try to approach peer pressure. While a few may resist bad influences and assert their independence, others may also succumb to pressure to avoid feeling excluded or judged with the aid of their peers. Moreover, in search of

assistance from trusted individuals or finding new friends who align with one's values are common strategies employed via young adults to navigate peer strain effectively.

Importantly, the survey findings advocate that peer stress will have a profound impact on young adults' decision-making procedures and overall, the desire to belong can influence the choices young adults make, leading to choices that may not align with their values or dreams. Furthermore, experiencing exclusion or ostracization for not conforming to peer expectations can negatively impact self-belief, highlighting the mental toll of peer pressure.

In end, the research underscores the importance of addressing peer pressure as a complex social phenomenon that calls for tailor-made interventions and guide mechanisms, promoting resilience, assertiveness, and self-confidence amongst young adults can empower them to face up to terrible peer influences and make knowledgeable choices that reflect their values and aspirations. Additionally,

fostering supportive social networks and open communication channels can offer young adults the assets and guidance they need to navigate peer pressure effectively. By means of knowledge of the nuanced dynamics of peer pressure in young adults, we can effectively work towards in the direction of growing environments that promote high-quality social interactions and empower young adults to thrive in various social contexts.

Limitations and further scope of the study:

This research has valuable insights, but limitations do exist. The chosen peer pressure scale is confined to a specific age group, limiting its applicability to the broader population. Additionally, the sample size of 200 restricts the generalizability of the results. Furthermore, the research solely investigates the experience of young adults, neglecting the more nuanced ways peer pressure can manifest through other age groups.

To expand our understanding, future studies can incorporate longitudinal designs that track young adults over time, providing a clearer cause-and-effect picture. Furthermore, including culturally diverse samples can reveal how peer pressure manifests differently across backgrounds. Exploring the burgeoning role of social media in peer dynamics is crucial, as online platforms create new pressures and avenues for influence.

Finally, developing and evaluating intervention programs that equip young adults with strong decision-making skills and the ability to resist negative peer pressure can empower them to navigate this crucial social phase more effectively.

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6. Appendices

Appendix I: Online Survey Questionnaire

Demographic Information

PEER PRESSURE IN YOUNG ADULTS - AN ANALYTICAL APPROACH

This survey sheds light on peer pressure we often face on day-to-day basis. Peer pressure is a pervasive influence in the lives of young adults, shaping their behaviors, decisions, and identities. This Google form aims to explore the various facets of peer pressure experienced by individuals in their late teens and early twenties. By participating in this survey, you will contribute valuable insights into how peer pressure manifests in different social contexts, its impact on decision-making processes, and strategies for coping with or resisting peer influence.

Your responses will remain confidential and will be used solely for research purposes. Your input is greatly appreciated and will help deepen our understanding of peer dynamics among young adults.

Thank you for your participation.

- Survey conducted by
Harsha Agrawal (202351045) and
Meghana Kankantee (202351054)

202351054@iiitvadodara.ac.in [Switch account](#)



Not shared

* Indicates required question

Name *

Your answer _____

Age *

- ☐ <18
- ☐ 18-25
- ☐ 25+

Gender *

- ☐ Female
- ☐ Male
- ☐ Other

Educational Background *

- ☐ High School
- ☐ Bachelor's Degree
- ☐ Master's Degree
- ☐ Other

What are the most common forms of peer pressure experienced by young adult? *

- ☐ a) Academic pressure
- ☐ b) Substance use (for example smoking or drugs)
- ☐ c) Fashion trends
- ☐ d) All of the above

How does peer pressure vary across different social settings (school, social media, etc.)? *

2023

- ☐ a) It remains consistent across all settings

- ☐ a) It remains consistent across all settings
- ☐ b) It is stronger in face-to-face interactions
- ☐ c) It is more influential on social media
- ☐ d) It depends on individual personality traits

How does peer pressure influence adolescents' decision-making processes? *

- ☐ a) It encourages independent thinking
- ☐ b) It often leads to conformity
- ☐ c) It has no significant impact
- ☐ d) It promotes risk-taking behavior

What are the psychological effects of succumbing to peer pressure in young adult? *

- ☐ a) Decreased self esteem
- ☐ b) Anxiety and Depression
- ☐ c) Impact decision making skills
- ☐ d) Effect social skills

How do individual personality traits impact susceptibility to peer pressure? *

- ☐ a) Introverted individuals are more susceptible
 - ☐ b) Extroverted individuals are more susceptible
 - ☐ c) Personality traits have no effect on susceptibility
 - ☐ d) It varies based on specific traits such as self-confidence and assertiveness
-

Can positive peer pressure have beneficial effects on young adult development? *

- ☐ a) No, all peer pressure is negative
 - ☐ b) Yes, it encourages healthy behaviors and positive choices
 - ☐ c) Positive peer pressure has no impact on adolescent development
 - ☐ d) Positive peer pressure only leads to conformity
 - ☐ Other: _____
-

Are there cultural differences in the manifestation and impact of peer pressure on a young adult? *

- ☐ a) Yes, cultural norms influence the types of pressures exerted

- ☐ a) Yes, cultural norms influence the types of pressures exerted
- ☐ b) No, peer pressure is universal across cultures
- ☐ c) Cultural differences have no impact on peer pressure
- ☐ d) Peer pressure is more prevalent in individualistic cultures

What role do parents and guardians play in mitigating the negative effects of peer pressure? *

- ☐ a) They have no influence
- ☐ b) They provide guidance and support
- ☐ c) They reinforce peer pressure
- ☐ d) They encourage risky behavior
- ☐ Other: _____

How does peer pressure contribute to risky behaviors such as substance abuse and delinquency among young adult ? *

- ☐ a) It has no impact on risky behaviors
- ☐ b) It reduce responsible behavior
- ☐ c) It increases the likelihood of engaging in risky behaviors

- ☐ a) It has no impact on risky behaviors
- ☐ b) It reduce responsible behavior
- ☐ c) It increases the likelihood of engaging in risky behaviors
- ☐ d) It decreases the likelihood of engaging in risky behaviors

How do young adult navigate conflicting pressures from peers, parents, and societal norms? *

- ☐ a) By prioritizing peer acceptance above all else
- ☐ b) By seeking guidance from trusted adults
- ☐ c) By ignoring societal norms
- ☐ d) By avoiding all forms of pressure

Is there anything you would like to comment about peer pressure?

Your answer _____

Submit

Clear form

APPENDIX II

OFFLINE SURVEY QUESTIONNAIRE:

1. How regularly do you sense peer pressure from your friends to conform to certain behaviors or evaluations?
2. Have you ever experienced peer pressure to have interaction in risky behaviors (e.g., substance use, reckless riding) as a young grownup?
3. In what social situations of your life do you experience the most influenced by peer pressure (e.g., teachers, social sports, relationships)?
4. How do you typically respond to peer pressure? (e.g., provide in, face up to, are trying to find aid from others)
5. Do you think peer pressure has an enormous impact on decision-making amongst young adults?
6. Have you ever witnessed instances of peer pressure affecting the conduct of your friends? in that case, please describe.
7. How do you believe peer pressure influences self-confidence amongst young adults?

8. Do you agree there are gender differences in how young adults enjoy themselves and respond to peer stress? If sure, please explain.
9. Have you ever felt excluded or ostracized through your peer institution for not conforming to their expectations? If sure, how did you deal with the situation?
10. What strategies do you suspect will be powerful in helping young adults face up to negative peer stress and make impartial selections?

