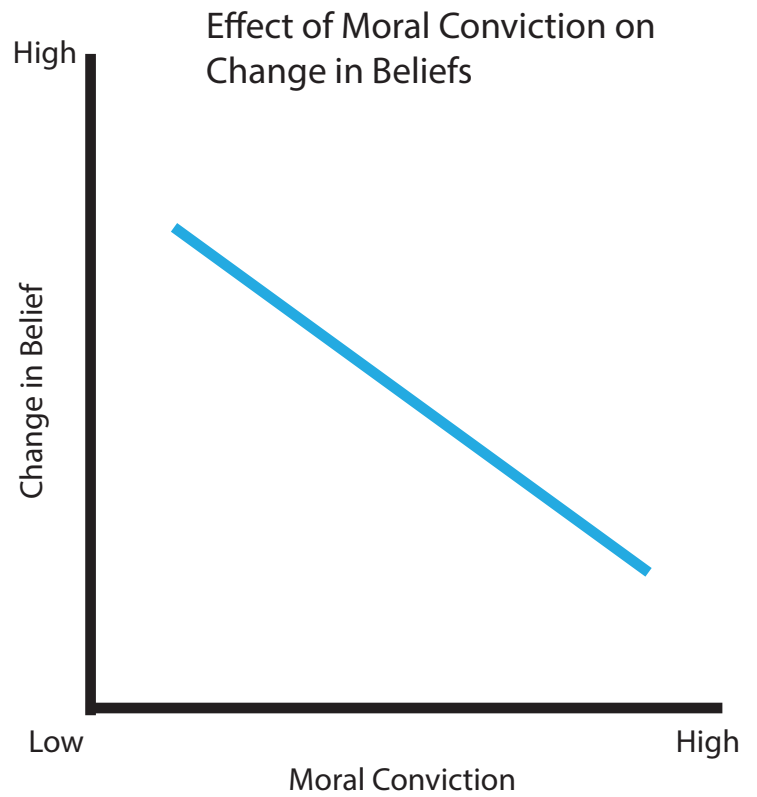
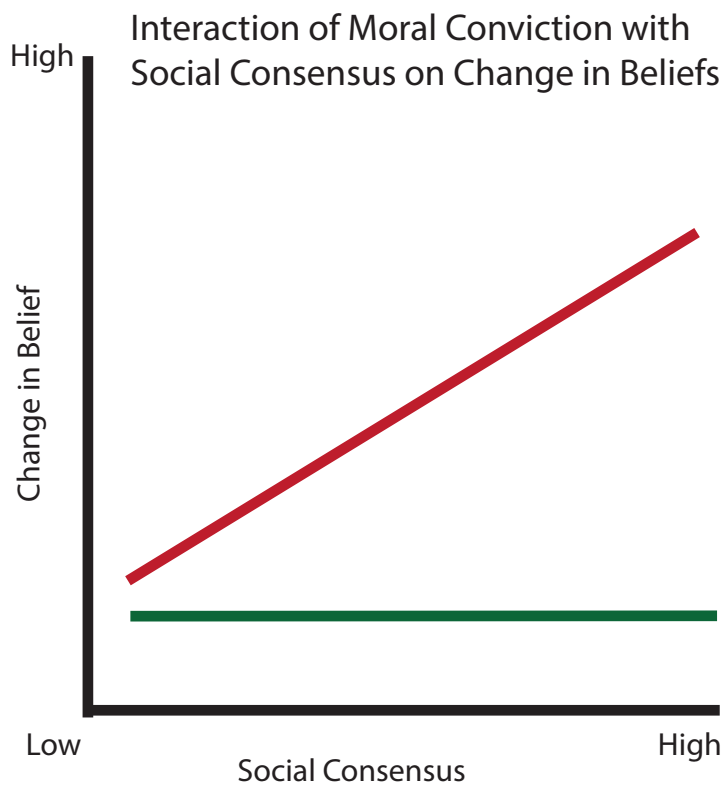


When social consensus on an issue is high, there is greater change in belief as individuals conform to the consensus



Likewise, when individuals perceive their beliefs as having high moral conviction, they are more resistant to belief change



Low Moral Conviction in Belief

High Moral Conviction in Belief

People with high amounts of moral conviction have been shown to be resistant to peer influence (social consensus)

We plan to test if experimentally manipulating perceived moral conviction downward can increase the effect of our social consensus manipulation on change in belief.