

The purpose of the research was to study the group effect on conformity and the latency in solving problems of the members of the group. The subjects were 30 male Chulalongkorn University students. Each subject with four male college confederates each were presented with six general statements. The subject and the confederates were to give their opinions, the estimates of the degree of opinions, and the reasons for holding those opinions on the six statements. Before the actual experiment, the researcher tested the latencies of the statement 1 and the statements 2-6 of the 15 male Chulalongkorn University students, in the situation where there was no group pressure. It was found that there was no significant difference between the latencies of the statement 1 and the statements 2-6.

In the actual experiment, the subjects were divided into two groups of 15 students each; namely, Experimental Group 1 and Experimental Group 2. The Two groups were under different group pressures. In Experimental Group 1, two confederates agreed with the subject and had approximately the same degree of opinions; the other two confederates disagreed with him. In Experimental Group 2, all four confederates expressed opinions opposite to those of the subject. The following data were collected : (a) the subject's alteration of degree of opinions; (b) the statement of reasons; (c) the latencies of the statement 1 and the statements 2-6.

Data were analyzed by t-tests. Research findings show that there were significant differences at the .05 level between the Experimental Group 1 and the Experimental Group 2 : there was a greater change in the strength of opinions in Experimental Group 2 than in Experimental Group 1 and latencies in Experimental Group 2 were longer than in Experimental Group 1.