

Research Question

peer pressure and decision making ability

how do individual differences such as personality traits and social support moderate this relationship?

what is the impact of peer pressure on the decision making ability of adolescents &

Background

theory

Albert Bandura's Social Learning Theory.

According to this theory, individuals learn through observation, imitation, and modeling of the behavior of others, particularly those in their social environment, such as peers. In the context of adolescent decision-making, Social Learning Theory suggests that adolescents may observe and imitate the decisions and behaviors of their peers, including those influenced by peer pressure. This theory emphasizes the importance of social influences, such as peer interactions, in shaping an individual's behavior and decision-making processes.

Past Research

Research was conducted in Punjab to study the impact of peer pressure on teenagers' decision-making about their careers. The analysis's findings demonstrated that there is a substantial correlation between teenagers' career decidedness and peer pressure, as well as a strong correlation between teenagers' career indecision and peer pressure.

According to Salami (2006) , a lot of young people in Nigeria choose the wrong careers because of a lack of knowledge, inexperience, peer pressure, or the reputation associated with particular professions without receiving enough career counseling and vocational support.

According to research by Naz et al.,(2014). friends and peers have a big impact on how people behave, develop their personalities, make decisions about their careers, adjust to new situations, and exhibit both positive and bad behaviors in the future.

Methodology

Alternative Hypothesis: As intensity of peer pressure increases, decision making ability of adolescents decreases i.e., a strong negative correlation exists

Null Hypothesis: No significant difference in decision making of adolescents on the basis of their high and low peer pressure

Data collection method: Descriptive survey method using a random sample of ages 13 to 19 years old from Mithibai JC and NMIMS using the Peer Pressure Scale Revised by Singh and Saini (2016).
The data collected will be scored accordingly in Likert Scale format with high scores on the scale indicating poor decision making ability compared to those with low scores.

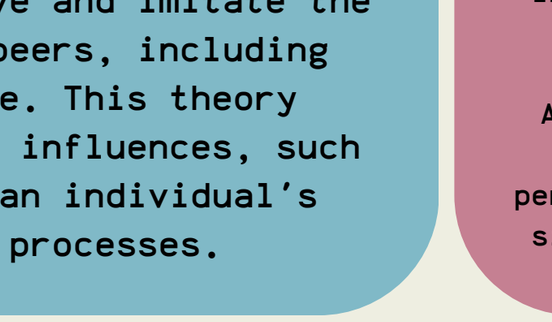
Statistical Analysis Techniques: Pearson Product Moment method of Correlation and t-ratios to test the hypotheses.

Peer Pressure — IV

Decision making ability of adolescents — DV

Social Support & Personality traits — MV

Expected outcomes: If there exists a significant difference in the mean scores of the decision making among adolescents having high and low peer pressure, standard graph for low and high levels of psychological well being would look like this:



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ITEMS OF THE PEER PRESSURE SCALE

SCAN ME



Application

1. Avoidance of dangerous activities
2. Assistance with Mental Health Guidance
3. Sensitivity to cultural differences
4. Interventions in Education
5. Policy development
6. Guidance for Parents