

**VERBAL EXHORTATION AND MODELING: THEIR EFFECTS
ON THE DEGREE OF CONFORMITY**

**An Undergraduate Research Paper
In Partial Fulfillment
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Submitted to

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Abstract

The research experiment was aimed to determine whether verbal exhortation and modeling had an effect on conformity in implementing rules and regulations. The sample of the research experiment involved fourth year students from Oton National High School. Eighty participants (n=80), 40 males and 40 females, were selected and assigned to the four experimental conditions and received appropriate experimental treatment. Conformity was measured by the number of students who took off their shoes before entering the library. After the analysis of the data, this experimental study revealed that there was a significant relationship between the variables of modeling and verbal exhortation, $\chi^2 = 4.55$ (df=1), $p < .05$. Regardless of the presence or absence of a model, conformity was higher among participants who were subjected to verbal exhortation than those who did not receive verbal exhortation.