IRSTI 04.21

A. Dauit[1], R. Sabdanaliyev[1], S. Maksat[1], A. Turdaliyeva[1], A. Moldagulova[1]
[1]Kazakh-British University, Almaty, Kazakhstan

HOW GENDERS ARE AFFECTED BY PUBLIC OPINION

Abstract. Social influence is the process by which individuals adapt their opinion, revise their beliefs, or change their behavior as a result of social interactions with other people. In our strongly interconnected society, social influence plays a prominent role in many self-organized phenomena. There is a stereotype that females are more vulnerable to the social opinion than males. Many psychologists and sociologists studied this issue. In the modern world, where women are at the same position as men, this question is actual.

Aim of this experiment is to investigate if social opinion affects more females or males.Our experiment based on 'Asch Experiment'. Solomon Asch (1951) conducted an experiment to investigate the extent to which social pressure from majority group could affect a person to conform. One limitation of Asch experiment is that is used a biased sample. All participants were male students who all belonged to the same age group. This means that the study lacks population validity and that the results cannot be generalized to females or older groups of people. Hence, we decided to use blocking by genders in order to generalize the result to females too.

Key words: Salmon Asch, conformity, experiment, influence of majority opinion, psychology, females, males.

***

Аңдатпа. Қоғам біздің іс-әрекетімізге, пікірімізге және сенім-нанымымызға зор әсерін тигізеді. Адамдар басқаладрдан өзгеше немесе әдеттен тыс көрінбеу үшін көпшілік не жазаса соны жасауға бейімделген және көпшіліктің айтып-ойлағанын қолдауға тырысады. Біздің қоғамда көбінесе әйел адамдар көпшіліктің пікіріне ереді деген көзқарас қалыптасқан. Көптеген психолог және әлеуметтанушы мамандар осы құбылысты бұрын зерттеген, тіпті қазір де зерттеуде. Бұл пікірталас қазіргі заманда ерекше қызуда, себебі қазір әйелдер ерлермен қатарлас.

Бұл зерттеу поляк психологы Салмон Аштың конформизм туралы зерттеуіне сүйеніп жасалған. Зерттеу жұмысының мақсаты- қоғам пікірі көбініс қай жыныcқа, яғни әйелдерге ме немесе ерлерге ме, әсер тигізетіндігін анықтау. Осылайша әйелдер туралы қалыптасқан көзқарасты дәлелдеу немесе жоққа шығару. Сонымен қатар, Салмон Аш өз зерттеуінде тек қана ер адамдарды қолданғаны тура айта кету жөн.

Сондықтан оның зерттеу жұмысының нәтижесін әйелдерге жалпылауға болмайды. Алайда біздің зерттеу жұмысымыз екі жыныс өкілдеріне де байланысты. Бұл біздің зерттеуіміздің жаңашылдығы болып табылады.

Кілт сөздер: Салмон Аш, конформизм, зерттеу, қоғам пікірі, психология, әйел, ер.

***

Аннотация. Каждый из нас согласится, что общество так или иначе формирует наше поведение, мнения и убеждения. Люди пытаются поступать так, как большинство для того, чтобы не казаться странными и обделёнными. Также существует стереотип, что девушки более подвержены социальному давлению. Многие социологи и психологи пытались и по сей день пытаются изучить этот феномен. Более того этот вопрос стал особенно актуальным в нашем современном мире, в котором теперь женщины стоят на ровне с мужчинами.

Данный эксперимент основывался на эксперименте о конформизме польского психолога Салмона Аша (1951). Цель эксперимента-выяснить, на кого больше влияет общественное мнение: на женщин или на мужчин. Тем самым доказать или опровергнуть вышеупомянутый стереотип о девушках. Салмон Аш в своем эксперименте о конформизме использовал только парней, поэтому мы не можем распространять результат на девушек. Так как нашей главной целью является сравнить влияние общество на мужчин и женщин, результат можно обобщить наоба гендера.

Ключевые слова: Салмон Аш, конформизм, эксперимент, влияние мнения окружающих, психология, женщины, мужчины.

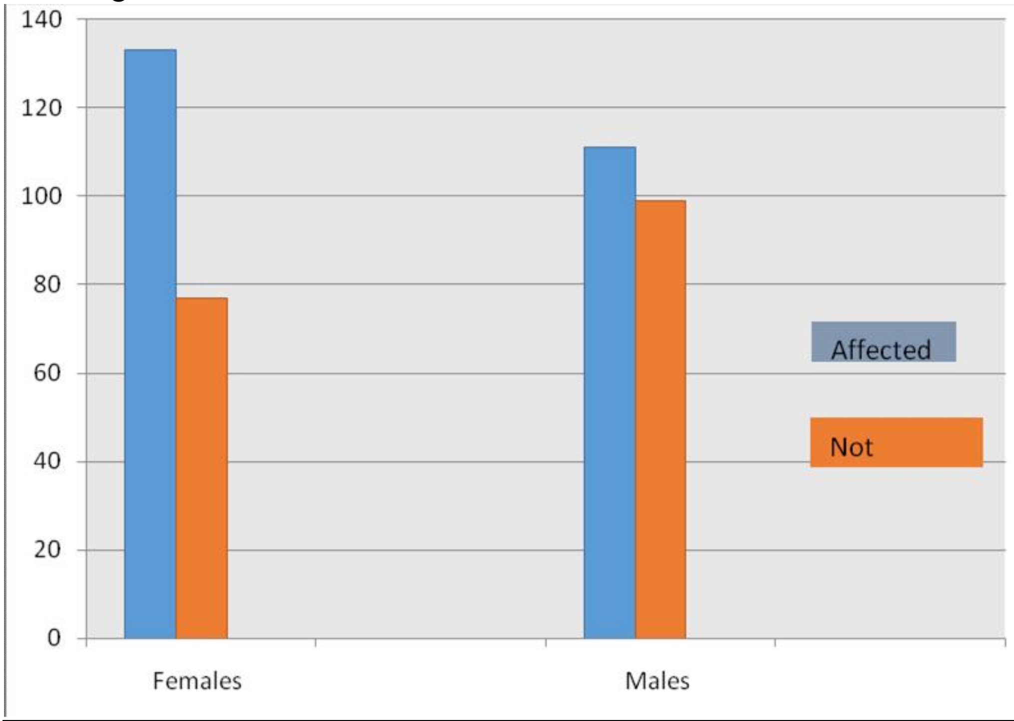
Our experiment is based on Solomon Asch's conformity experiment. However, in our study, we conducted not only males like Asch did, but also the females in order to get know which gender has the more tendency to follow public opinion.

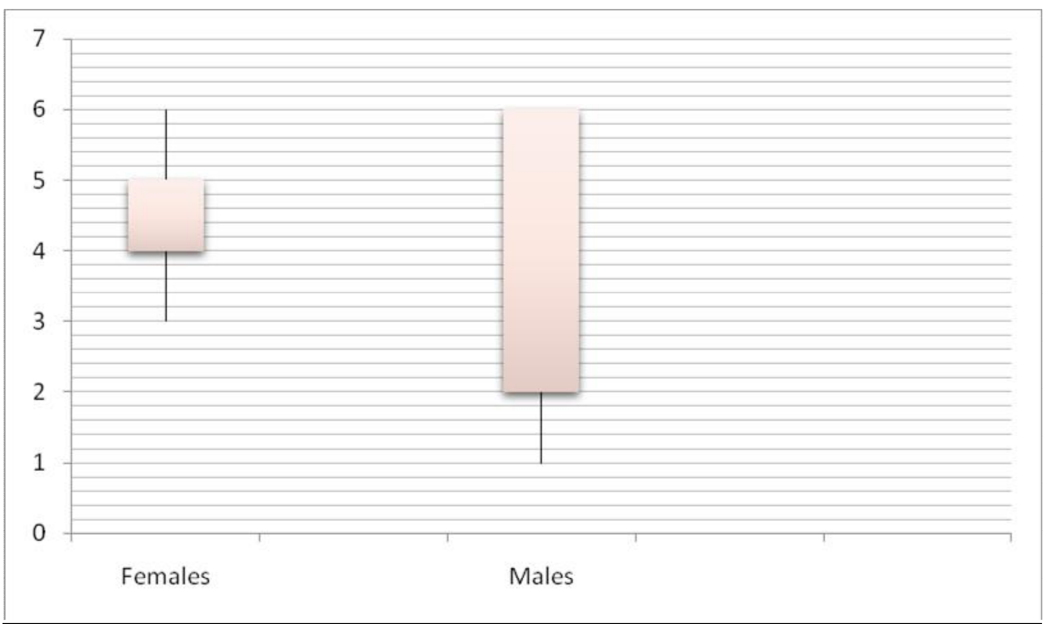
We used an experiment to study conformity, whereby 30 male and 30 female students from the Almaty city participated in a ‘Questions test'. We prepared specific questions with the right answers and the two variants of answers. These questions are easy, confusing and familiar. In addition, we created the dedicated conditions to our experimental units with intention of being affected by public opinion.

Data collection

In order to study conformity, we conduct the experiment with blocking by genders. In the statistical theory of the design of experiments, blocking is the arranging of experimental units in groups (blocks) that are similar to one another, in our case gender.

According to the ratio of answered questions, we calculate numbers of answers that were affected to the experimental unit. The distribution shows following results:





Females	**Males**
$\bar{x}$=**4.4**	$\bar{x}$=**3.7**

s = 0.89	**s = 1.72**
min=3	**min=1**
Q_1=4	**Q_1=2**
Median=4	**Median=4**
Q_3=5	**Q_3=6**
Max=6	**Max=6**
n=30	**n=30**

This is two sampled t-test.

Conditions:

1.Both samples are equal to 30.

2.We assume that both samples are simple random

3. $n_f \le 0.1 N_f$ and $n_m \le 0.1 N_m$

4. both samples are independent

Data analysis and results

Our population was students of Almaty city. In order to conduct our experiment, we invited 72 volunteers by posting an advertisement on various social networks. After that, we randomly assigned volunteers into two groups: actors and experimental units. For this, we took volunteers, and separated the man and women into 2 different blocks. Label the all men from 01 to 36. Using a random number table, pick 2 digits, ignoring 00, repeats, and the number greater than 36, until a group of 30 men is obtained. The same procedure repeated with females. Rest 12 people (six people from each block) will be considered as control group. Note: actors were not changed during the whole experiment.

We constructed 12 questions which contained 5 simple questions and 7 experimental questions. To the 5 simple questions both actors and experimental units answered based on their own knowledge, for the other 7 experimental questions, we assigned incorrect answers to actors. We put the experimental unit in a room with 6 confederates. The experimental unit did not know that other six individuals were actors and led to believe that they were experimental units too. We invited actors earlier in order to instruct them and give their sit numbers. After an hour all participants came and we arrogate sit numbers in such way that our experimental unit was sitting at the end. All participants had to answer in turn (respect to their assigned number). When we asked questions we jumbled simple and experimental questions in order to not arise suspicion.

But we recorded only answers to experimental questions. We calculated how many times experimental units gave incorrect answers (it means that they were affected by majority opinion).

We made a hypothesis:

H0: μ(female)≤μ(male) μ(female)- average number of incorrect answers which affected female

H alternative: μ(female)>μ(male) μ(male) - average number of incorrect answers which affected male

	N	mean	S
Females	30	4.4	0.89
Males	30	3.7	1.72

$$t = \frac{\bar{X}_1 - \bar{X}_2 - (\mu_1 - \mu_2)}{\sqrt{\frac{s_1^2}{n_1} + \frac{s_2^2}{n_2}}}$$

Consequently, we calculate "t" statistic using above formula for the difference of unpaired samples with unknowns means.

$$t = \frac{4.4 - 3.7}{\sqrt{\frac{0.89^2}{30} + \frac{1.72^2}{30}}} = 1.9797$$

This is a one-sided test, let's find when α=5% and then we will find p-value through our t-score (degree of freedom is 29), which lies between 0.025 and 0.05. It means that p-value is less than significance level (α). Thus, at a 5% significance level, we reject the Ho. We have a strong evidence that an average number of incorrect answers which affected female is more than an average number of incorrect answers which affected male.

Let's make a test when α=1%. P-value, which lies between 0.025 and 0.05, is more than significance level. Thus, at a 1% significance level, we failed to reject the Ho. We do not have enough evidence that the average number of incorrect answers which affected female is more than the average number of incorrect answers which affected male.

Bias and errors

Since our experiment conducted as volunteer non-random sample, it includes volunteer bias. The term volunteer bias refers to a specific bias that can occur when the subjects who volunteer to participate in a research project are different in some ways from the general population. Volunteer bias is a challenge to the external validity of any research project because our volunteers were students who are 17-22 years old, so we can not generalize our result to the individuals from other age range. We also have slight low ecological validity because we used the artificial task in order to investigate conformity, and the result can not be generalized to other real-life situations of conformity.

Conclusion. To sum up, we took Asch's conformity experiment as a fundament of our blocking experimental design by using a methodology of the mentioned experiment. Our team improve the experiment by using distinct conditions like telling fake aim of our research to our experimental units, arrange them by numbers and placing the chairs in circle form in order to maximize the eye contact between experimental group and control group (it helps to increase the pressure), and gave the minimum time to think and answer, all actions were made naturally. Moreover, our specific questions were easy, confusing, familiar and have only one answer among the only 2 variants of answers. In other words, we select questions that stimulate people to follow public opinion. In addition, we add simple questions that even control group does not know the answers so as to minimize the suspicions of the experimental group. Overall, we minimized biases, suspicions and tend to be ecological valid.

Taking into account all above mentioned facts, one can conclude that at a 5% significance level, we reject the Ho. We have a strong evidence that an average number of incorrect answers which affected female is more than an average number of incorrect answers which affected male. Additionally, we corroborate that people conform for two main reasons: because they want to fit in with the group (normative influence) and because they believe the group is better informed than they are (informational influence).

IRSTI 06.52

Y. Syzdykov[1], Zh. Agybay[2]
[1] Malaysia's Putra University, Malaysia
[2]Suleyman Demirel University, Almaty, Kazakhstan

FACTORS AFFECTING SME PERFORMANCE IN KAZAKHSTAN

Abstract. This study attempted to identify factors that are affecting SME performance in Kazakhstan. The intention of this study is to provide the understanding on how people should start their business by looking at entrepreneurial orientation factors affecting business performance hence help to reduce the risk of failure and increase chances of success. The study examined two entrepreneurial orientation factors that influences the SMEs business success, proactiveness and risk-taking behaviour. The theoretical framework has been drawn out and questionnaire was designed based on the