

# Social Pressure for Young Adults



# What did we want to know?

- ▶ How do young adults (18 – 30) feel about the Social Pressure they experience?
- ▶ Do young adults perceive Social Pressure as a negative factor in life?



# Project details

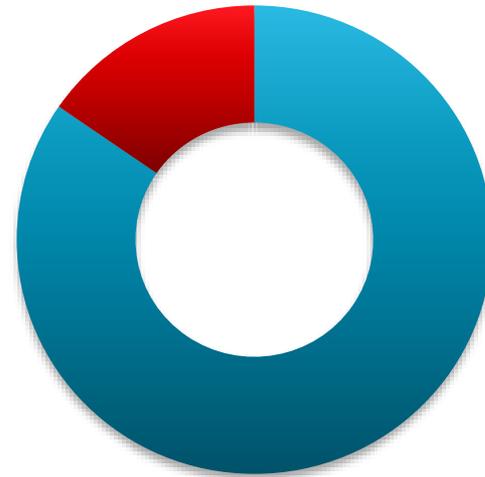
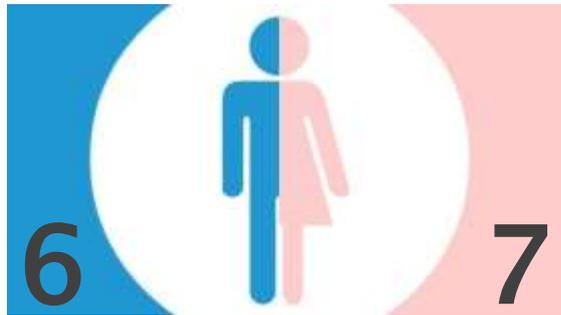
**Research methods:** live interviews

**Target:** people aged 18 – 30

**Sample size:** 13 interviews (recorded and transcribed)

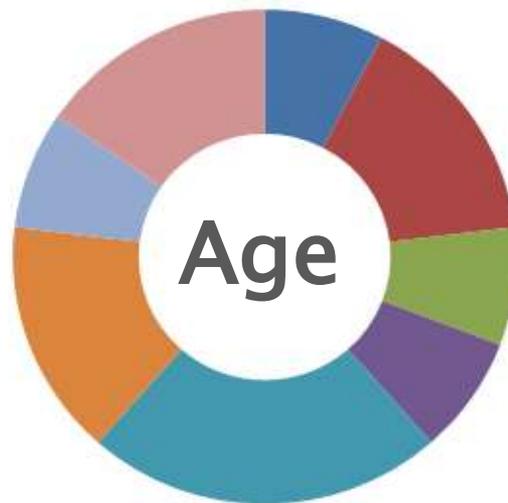


# Sample details



■ Lithuanian

■ Turkish



■ 18

■ 20

■ 23

■ 24

■ 25

■ 26

■ 28

■ 30

# Questions (loosely standard)

- ▶ What do you feel about expectations coming from other people?
  - ▶ What are your personal experiences regarding this topic?
  - ▶ Have you ever made a choice regarding your life mainly to meet someone else's expectations?
    - How do you feel about it?
    - If you could go back in time, would you make the same choice again?
  - ▶ How would you feel if you were completely immune to the influence of other people's expectations?
    - ▶ What role did your international experiences play in your current perception of social pressure?
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# Recurring key words

- ▶ **Frustration** – pressure is stressful
- ▶ **Parents** – education choices
- ▶ **Independent** – led by pride
- ▶ **Cultures** – context alters rules and expectations
- ▶ **Self-confidence** – reduces external influence

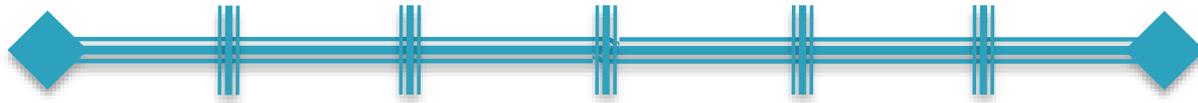


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  - ▶ **How would you feel if you were completely immune to the influence of other people's expectations?**
    - ▶ What role did your international experiences play in your current perception of social pressure?
- 

TIMID  
PUPPIES

CHALLENGE  
FREAKS



# TIMID PUPPIES

- ▶ Introverted

- ▶ Meeting expectations and facing judgment is a struggle

- ▶ Would prefer nature to people

- ▶ Values freedom over success



# CHALLENGE FREAKS

- ▶ Extroverted
- ▶ Self-confident
- ▶ Craves for competition
- ▶ Is afraid of a world without social pressure



# Other observations

- ▶ Bad experiences do **not** influence one's position on the line
- ▶ People who made a “pressured” decision would make the same decision again if sent back in time for the knowledge they gained in the process (surveys would help in understanding how many people would trade their own experiences for other ones and the reasons for their lack of satisfaction)
- ▶ Most of the sample experienced strong pressure on education and job placement, but **not** everybody is unhappy with the outcome. In particular, several individuals appreciate to be “led by society” as they don't feel confident enough to make decision on their own



# Thank you for your attention!

