

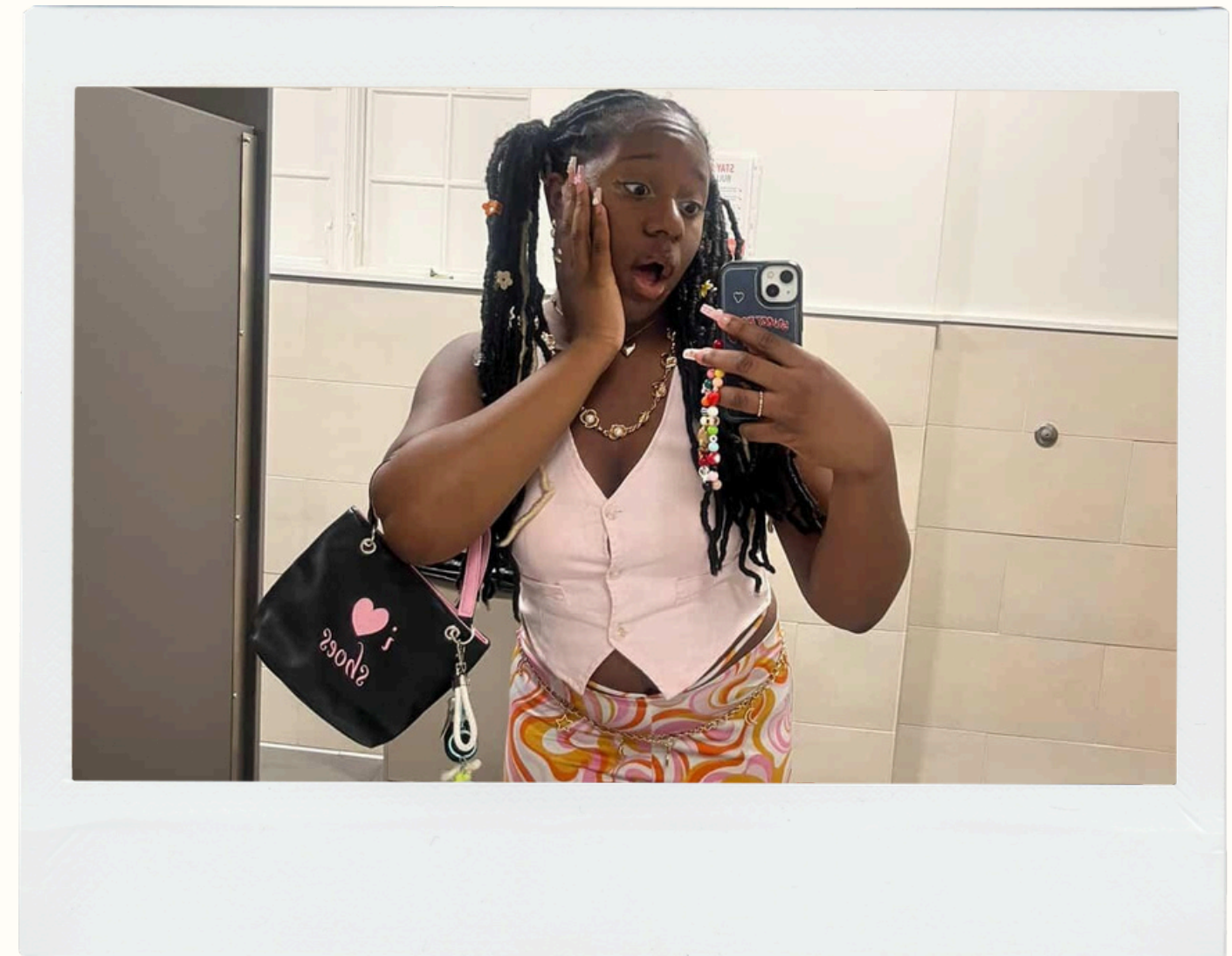
# FIT CHECK: HOW COLLEGE LIFE SHAPES OUR STYLE

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# Question for the Class

1. Has your university impacted your clothing choices?
2. Has your style evolved since you started university?



# Research Overview

## Purpose

To investigate the conformity of college students to specific clothing styles.

## Population of Interest

College students.

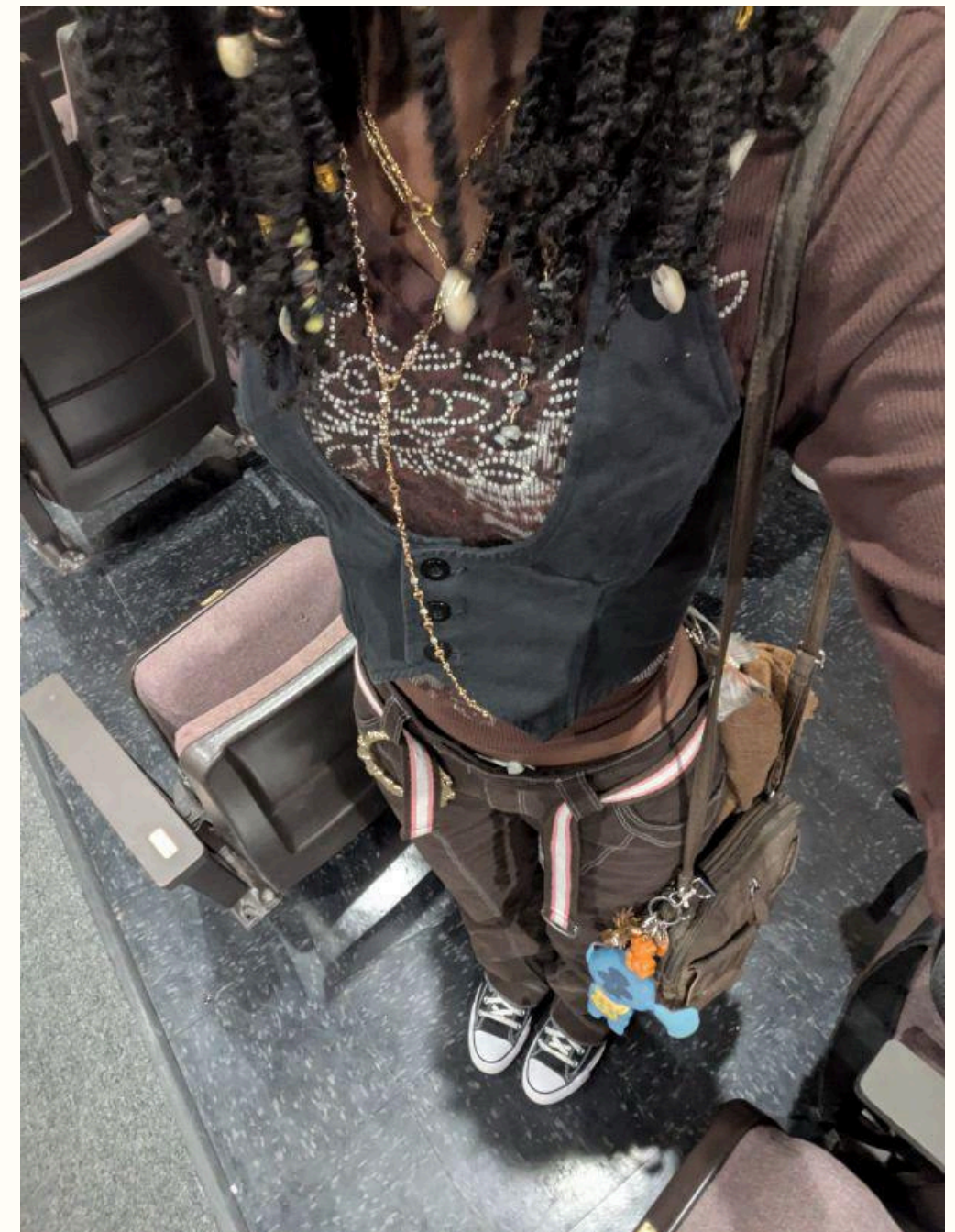
## Hypothesis

College students tend to align their clothing choices with the trends prevalent at their university or within the surrounding community.

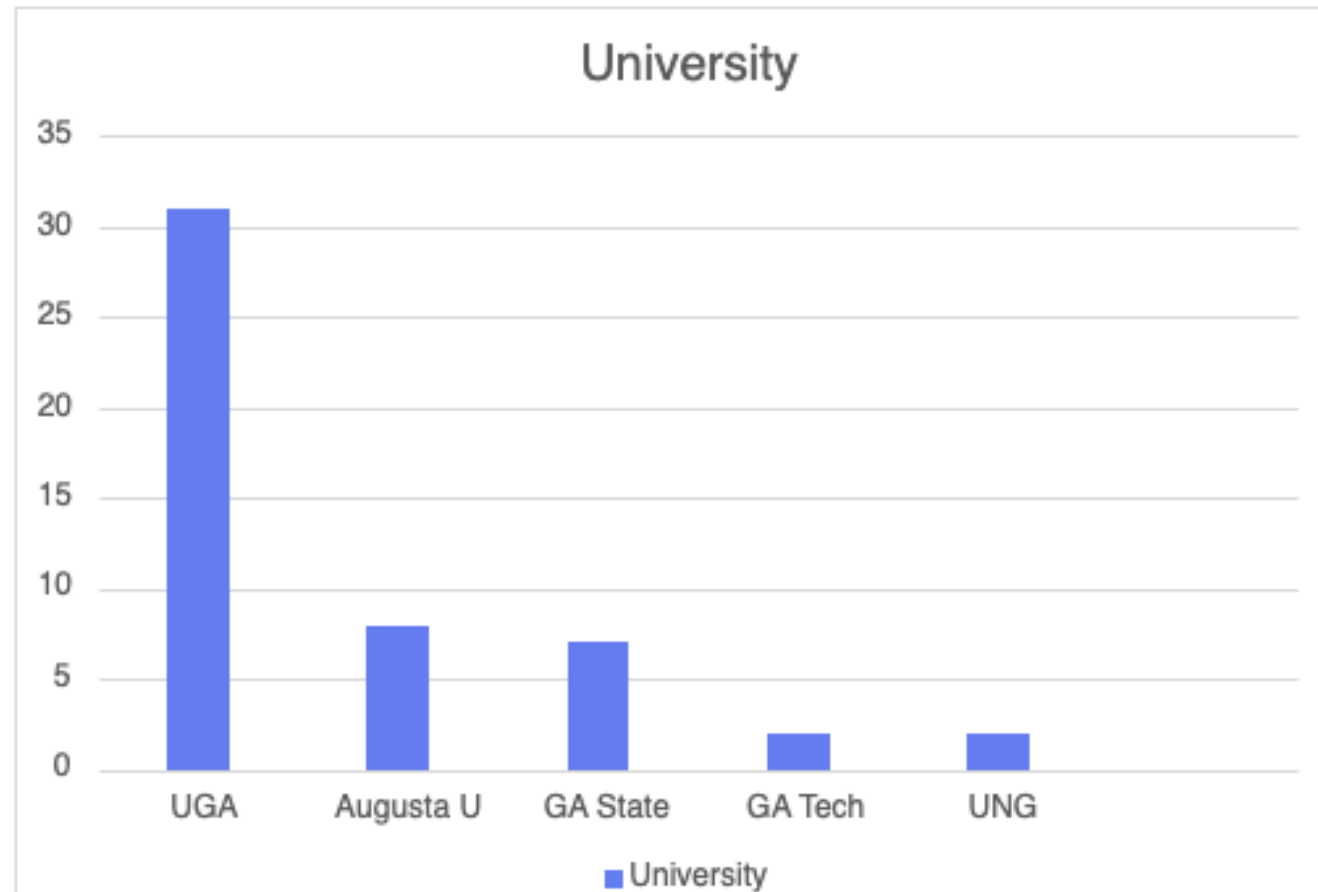


# Methods

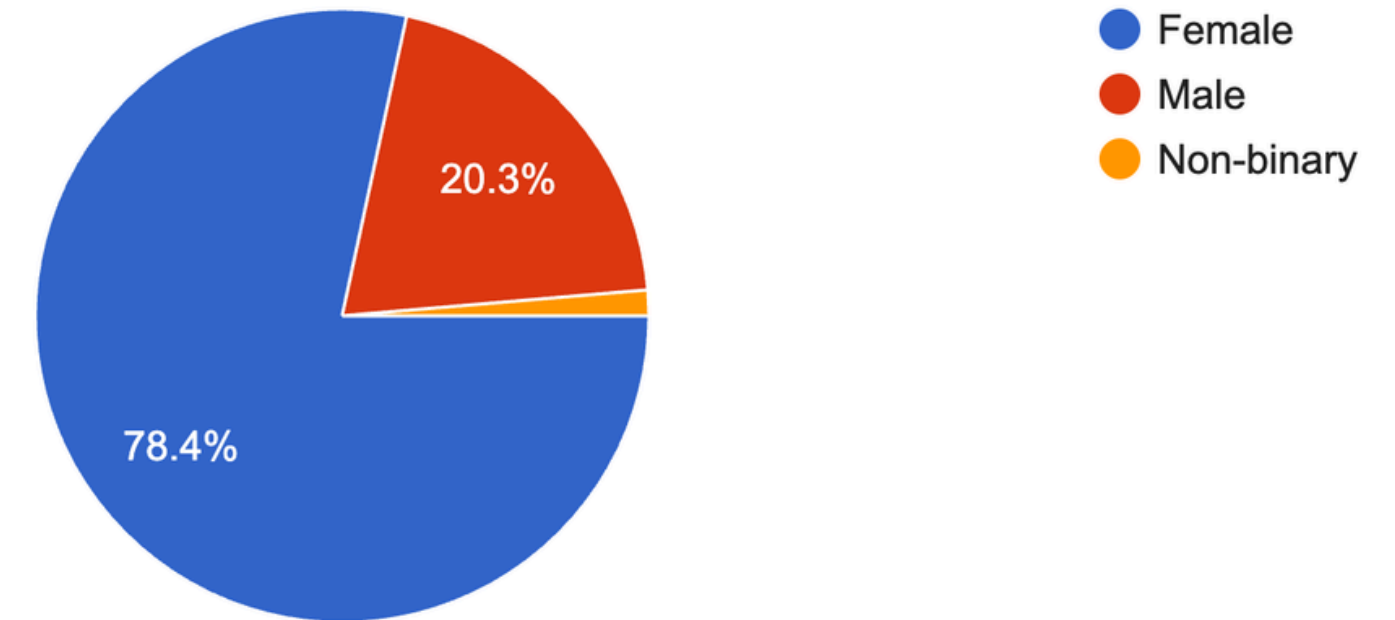
- Study Type:
  - Qualitative Study
- Questionnaire Administration:
  - Convenience sampling
- Survey instrument development
- Analyzing Data
  - Google Spreadsheets
  - Vlab-- SPSS



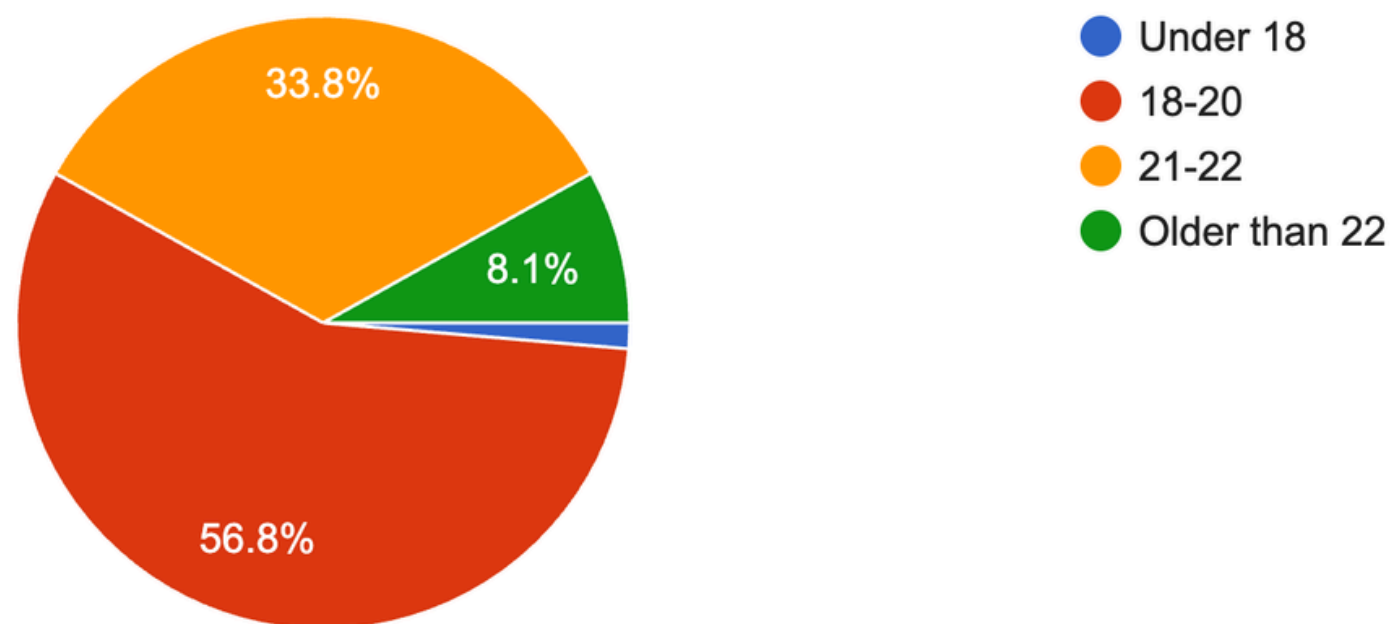
# Participant Demographics



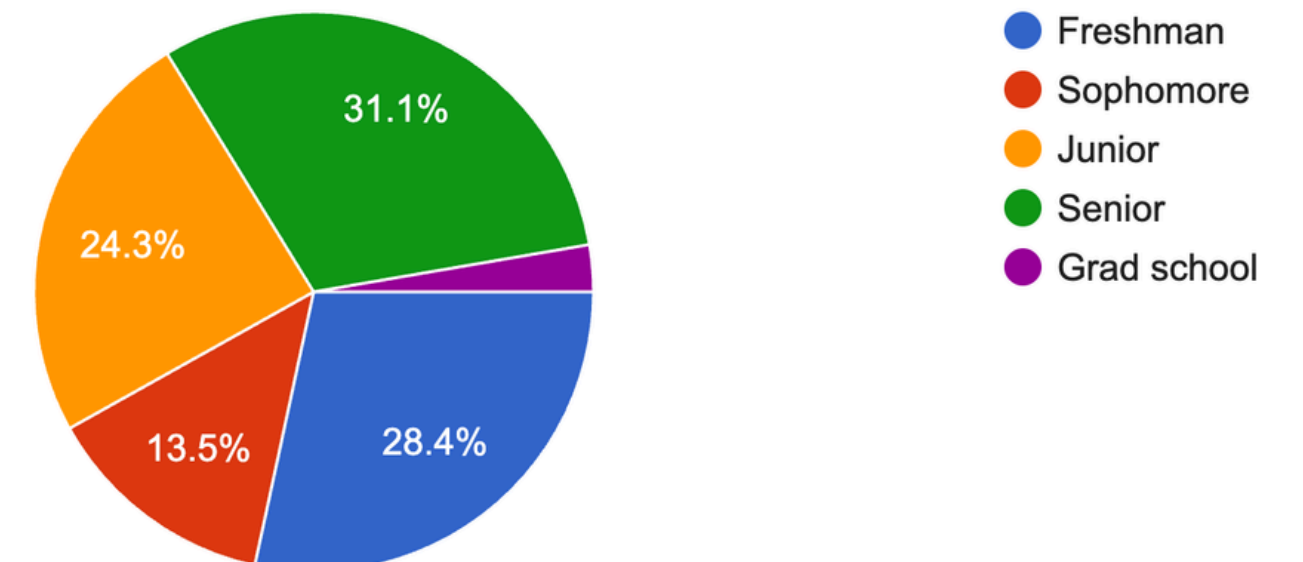
What is your gender identity?  
74 responses



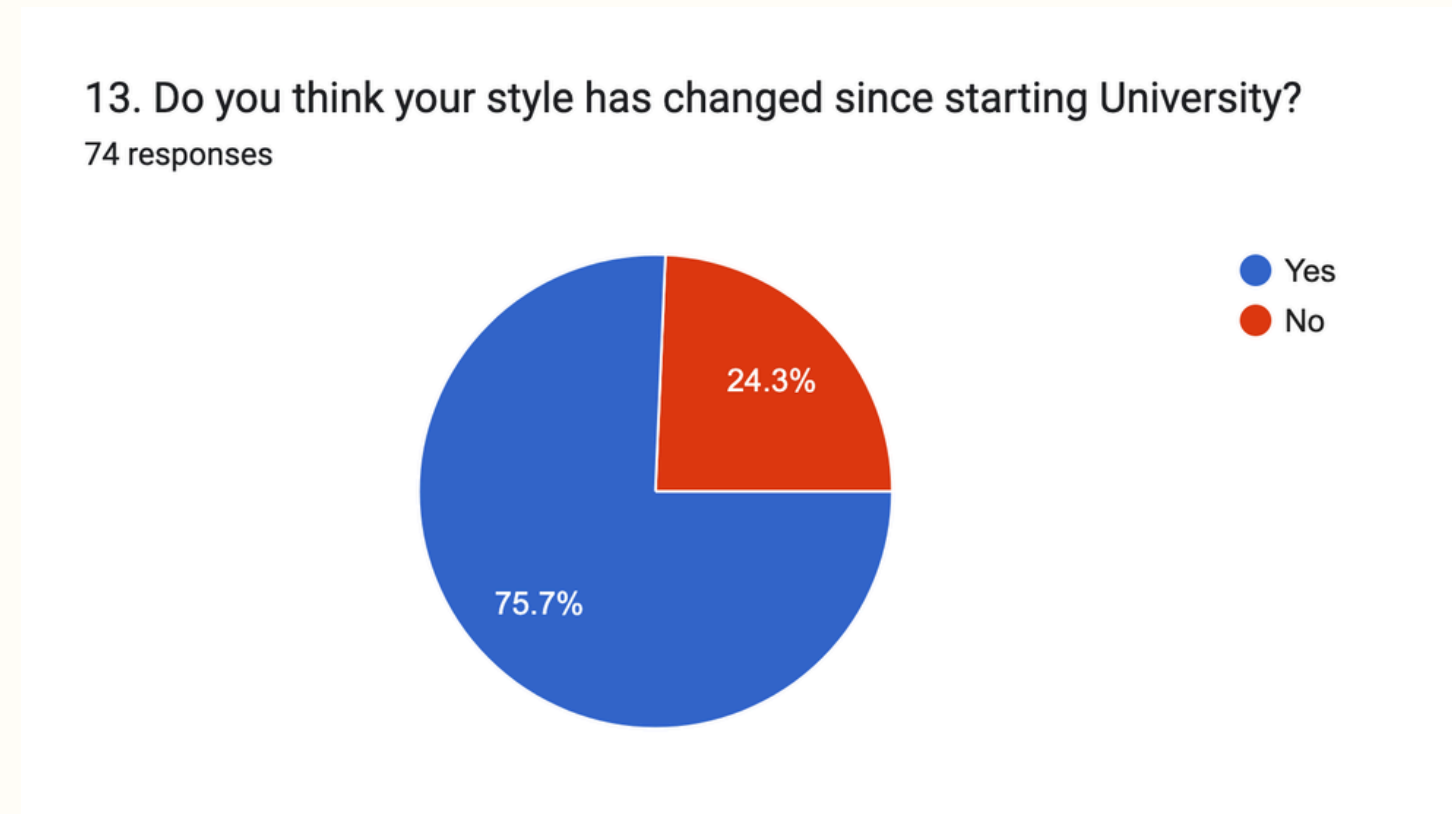
What is your age?  
74 responses



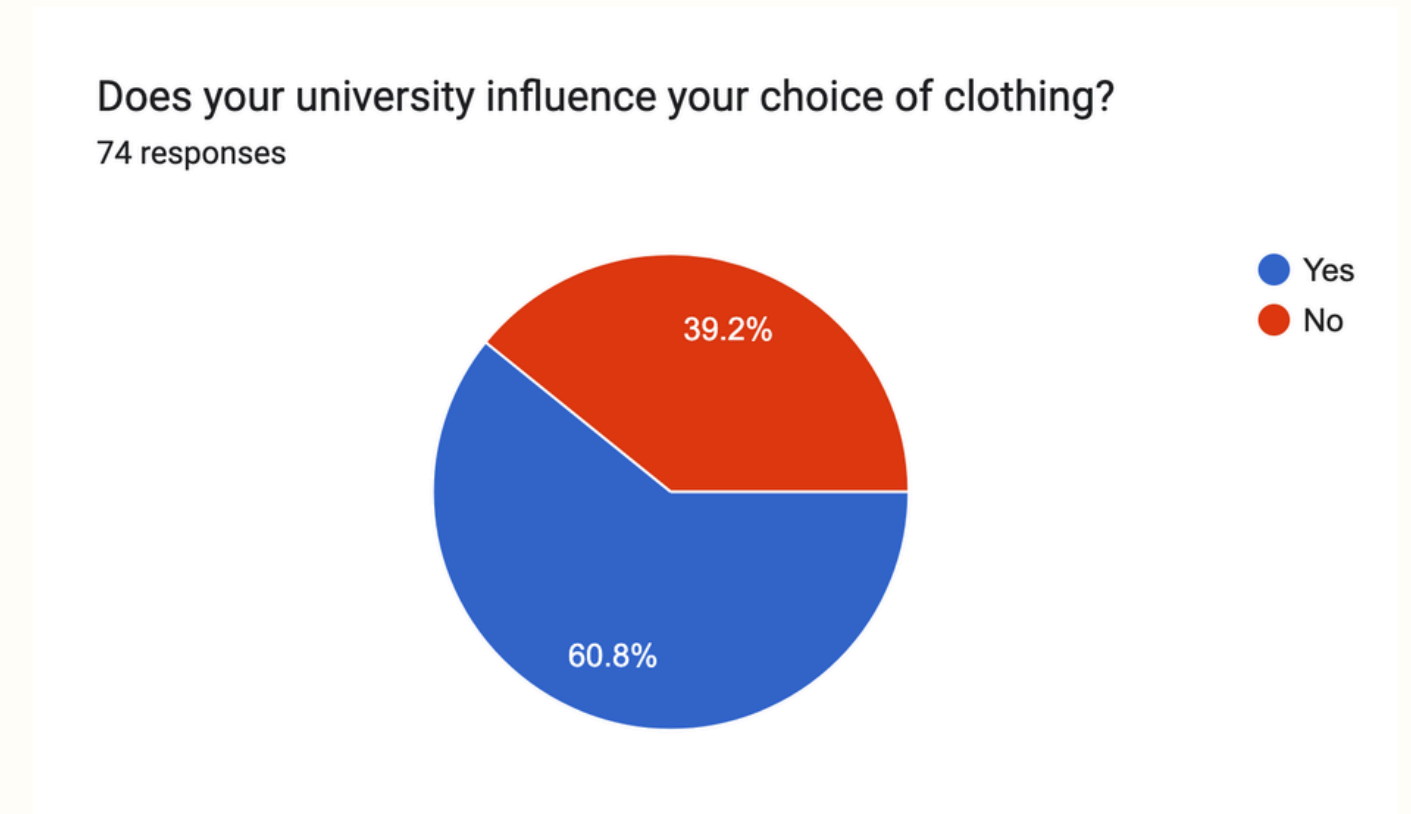
What is your year in school?  
74 responses



# Out-of-State vs. University Influence



**84.6% of students with hometowns outside of the state of Georgia responded "Yes" to this question**

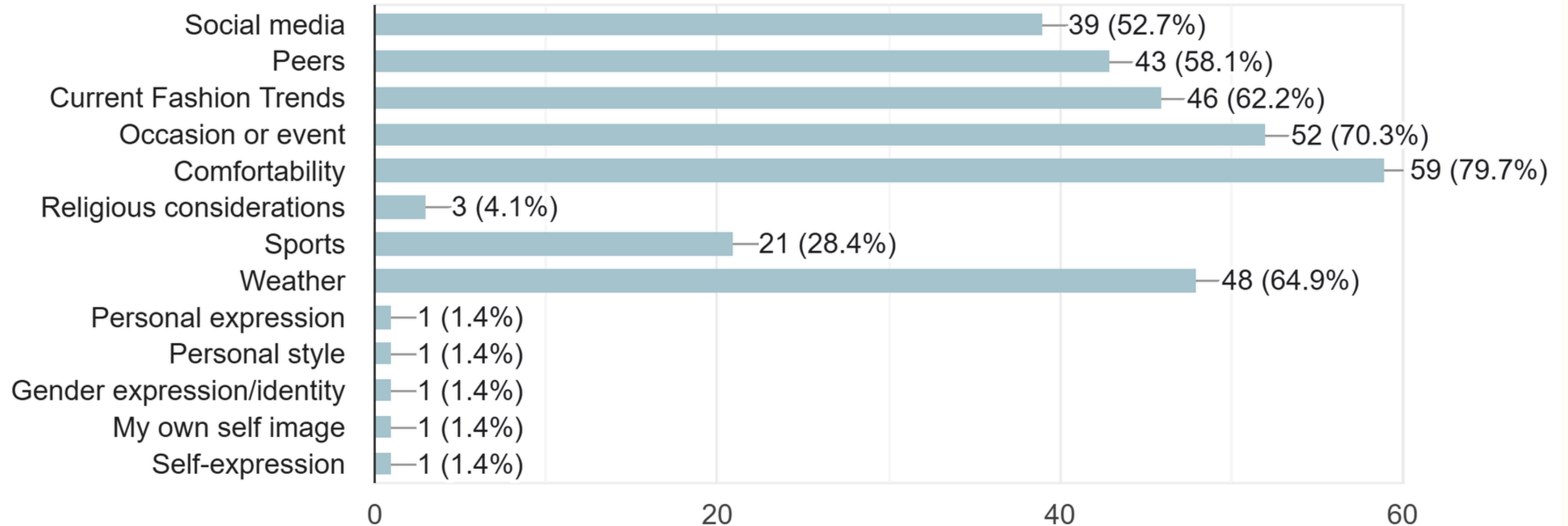


**76.92% of students with hometowns outside the state of Georgia responded "Yes" to this question.**

# Outfits vs. Outside Influence

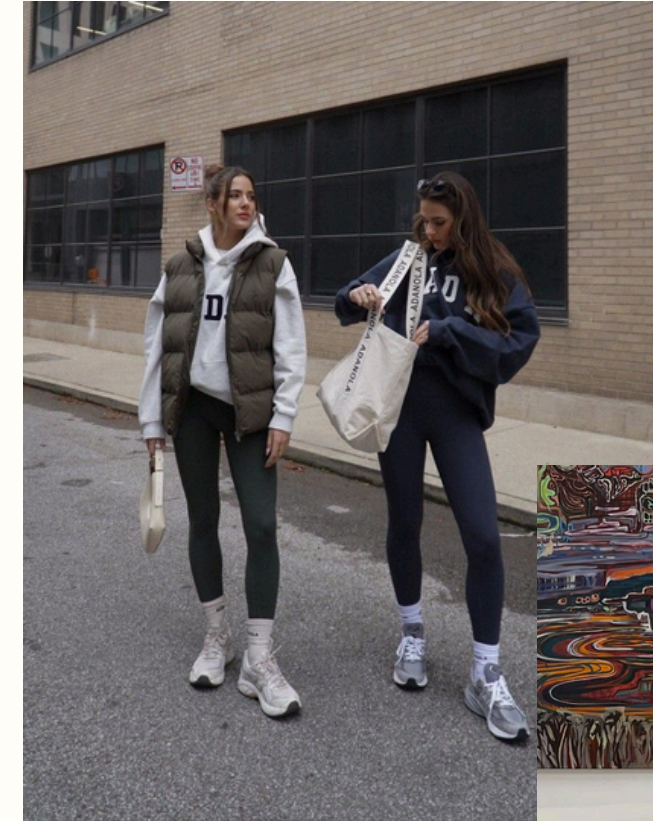
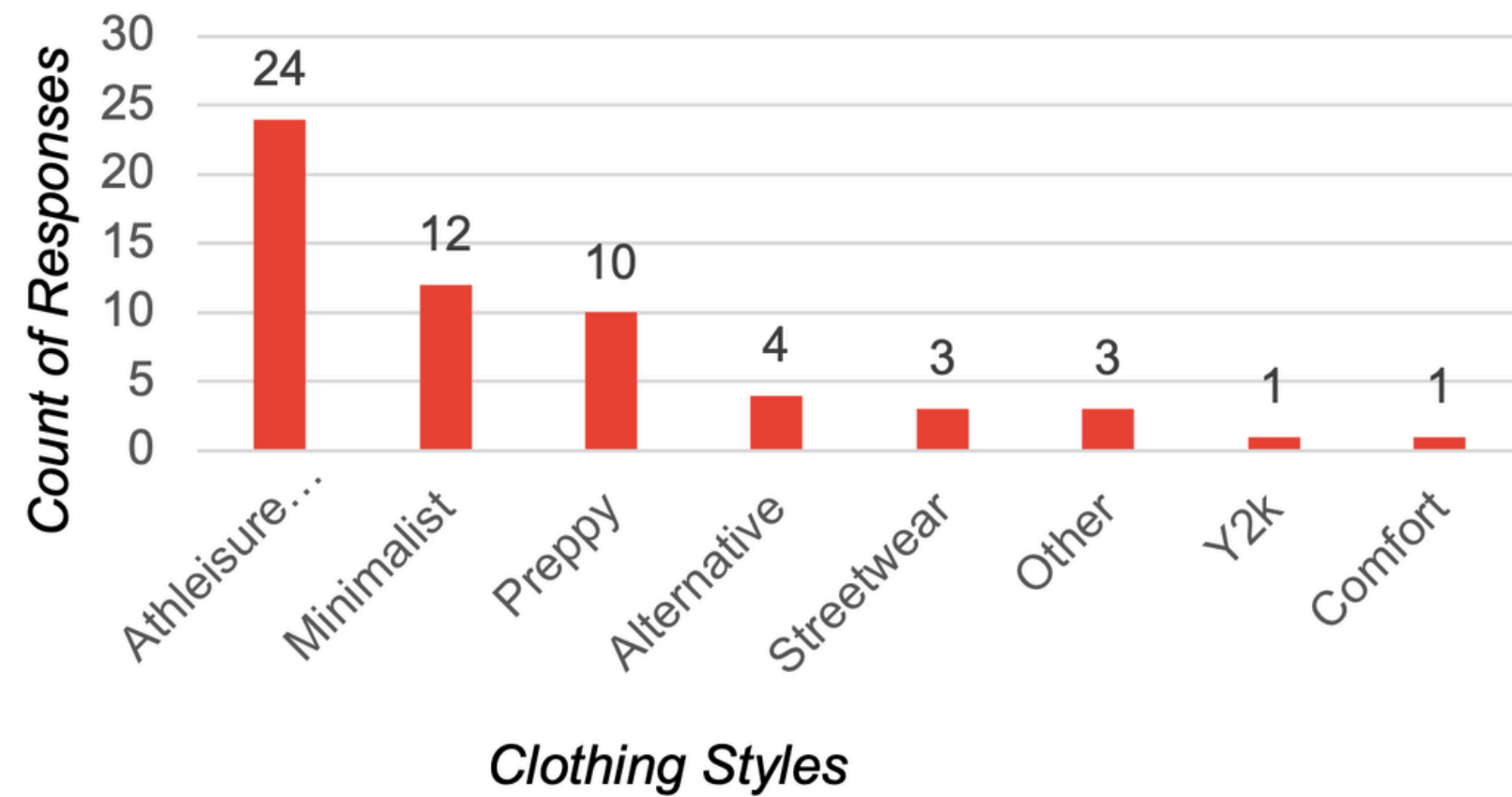
12. What influences you when deciding what clothes to wear?

74 responses

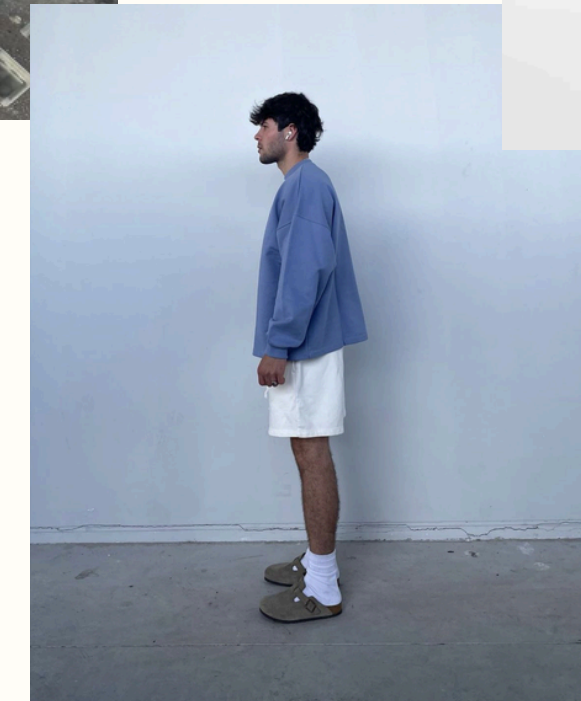
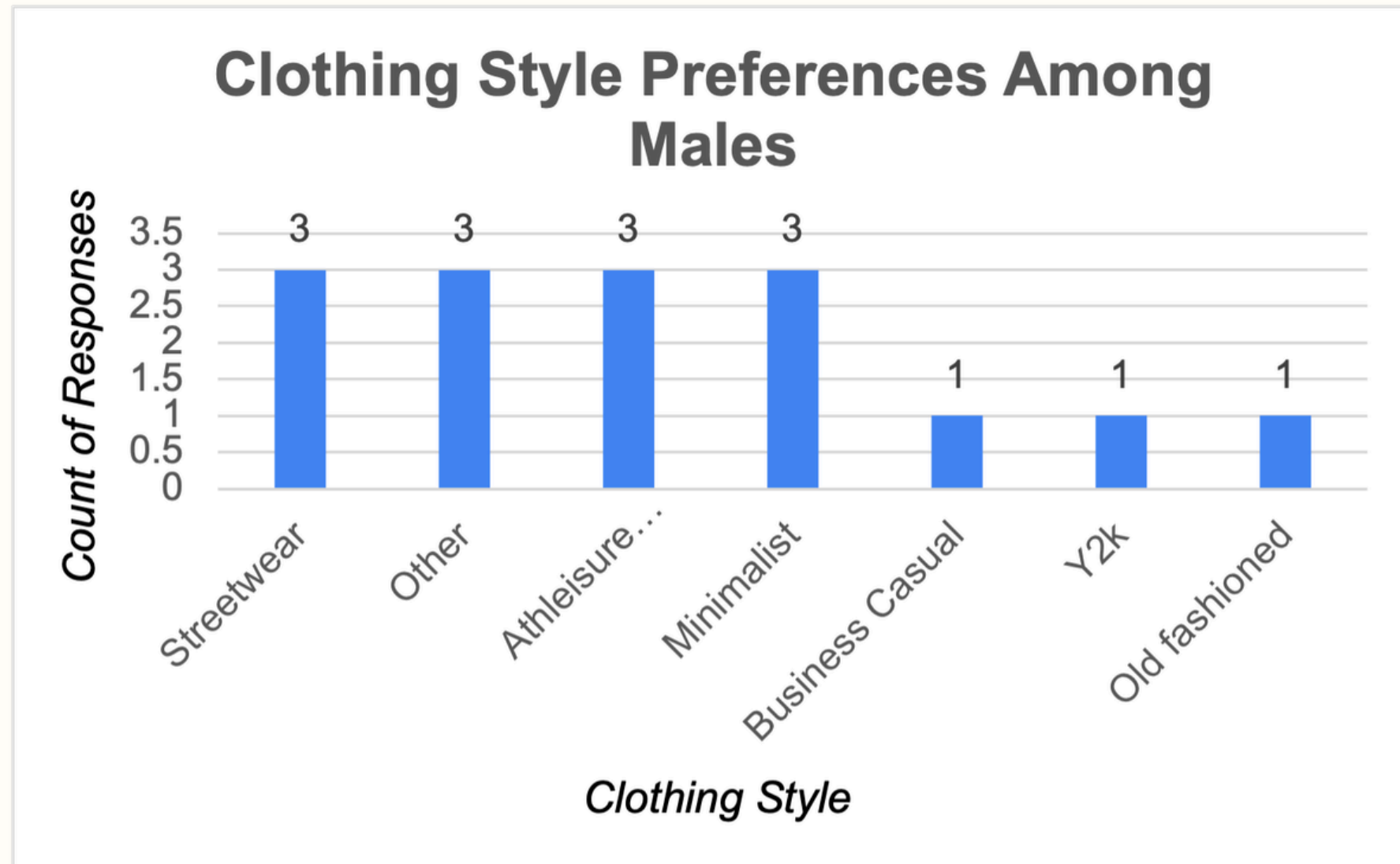


# Gender Identity vs. Clothing Style

Clothing Style Preferences Among Women



# Gender Identity vs. Clothing Style



# Popular Clothing Stores Among Females



# Popular Clothing Stores Among Males



# School Year Vs. Clothing

**What is your year in school? \* Does your university influence your choice of clothing? Crosstabulation**

Count

		Does your university influence your choice of clothing?		Total
		No	Yes	
What is your year in school?	Freshman	6	15	21
	Grad school	1	1	2
	Junior	6	12	18
	Senior	11	12	23
	Sophomore	5	5	10
Total		29	45	74

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# Discussion

## Limitations

- Lack of response rate from college students outside of UGA
- Relatively small sample size
- Regarding open-ended questions, it caused a need to use our bias to categorize
- Our participants were our friends
- Due to only one non-binary response, we excluded them from the data collection

## Bias

- Social Desirability Bias
- Response Bias
- Sampling Bias
- Self-report Bias
- Recall Bias

## Internal Validity

- Bias present
- Temporal Precedence not established
- Alternative Explanations
- Covariation of cause & effect

## External Validity

- Only students in GA
- Small sample
- Convenience sample

# Discussion

## Design Improvement:

1. Adding pictures
2. Less questions
3. Rewording of questions

## Future Research:

1. Clothing style
2. School uniforms