

Compliance

- I. 6 underlying principles
 - A. Friendship/liking
 - B. Commitment/consistency
 - 1. Freedman & Fraser (1966)
 - 2. Foot-in-the-door
 - 3. Why?
 - C. Scarcity
 - D. Reciprocity
 - 1. Cialdini (1975)
 - 2. Door-in-the-face
 - 3. That's-not-all
 - E. Social validation
 - F. Authority