

Compliance

6 important variables identified by Cialdini

- I. Friendship/liking
 - A. Why?
 1. Social exchange
 2. Communal relationship

- II. Commitment/Consistency
 - A. Freedman & Fraser's (1966) "Drive Safely" signs
 - B. The foot-in-the-door technique
 - C. Why does it work?
 1. What is the role of self-perception and dissonance?

- III. Scarcity

- IV. Reciprocity
 - A. Cialdini's (1976) "take the kids to the zoo" experiment
 - B. The door-in-the-face technique
 - C. The that's-not-all technique
 - D. Why does it work?

- V. Social validation

- VI. Authority