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