

Weapons of Social Influence

Goals of These Lectures



- Make you more aware of how others are manipulating you
- Present some research findings showing how well these work
- Give you the tools to fight off this manipulation (and to manipulate others)
- Give you a new appreciation for how vulnerable we all are to social influence

Six Social Influences



- Reciprocation
- Commitment & Consistency
- Social Proof
- Liking
- Scarcity
- Authority



We should repay others for what they give us

Cialdini (1993) Study

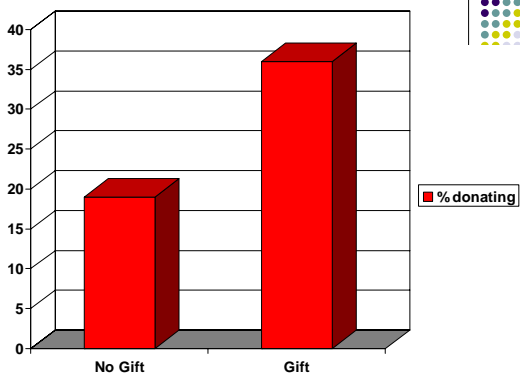


Independent variable:

- _____
- _____

Dependent variable:

Percent donating to the Disabled Veterans Organization.




Techniques



Technique

The influencer starts with an extreme request that is sure to be rejected, and then retreats to a smaller request (the one wanted all along)




Cialdini et al. (1975)

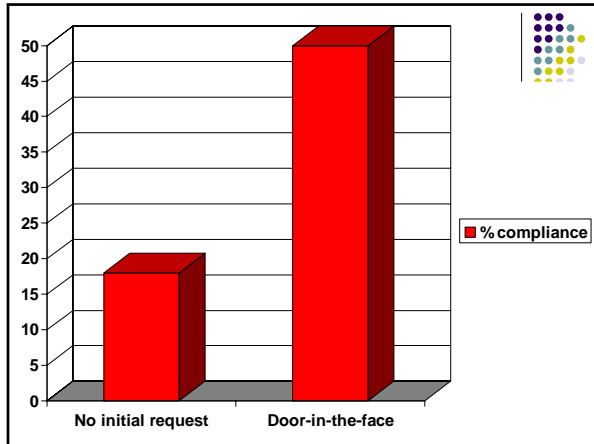
Independent variable:

- _____ initial request
- _____ initial request
(be a counselor for 2 years)

Dependent variable:

Percent agreeing to take a group of juvenile delinquents to the zoo.





Technique

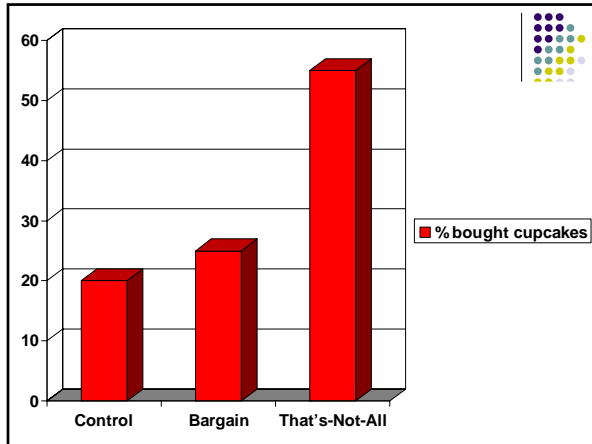
The influencer starts with an inflated request, and then decreases the apparent size of that request by offering a discount or bonus

Burger (1986)

Independent variable:

- _____ (\$1)
- _____ (were \$1.25, now \$1)
- _____ (\$1.25, but for you...\$1)

Dependent variable:
Percent who bought cupcakes



Positive Byproducts

- **Responsibility**
 - “I had a part in this outcome”
- **Satisfaction**
 - “I got him to come down in price”

Your Counterattack

- Remember that you are *not* obligated to reciprocate insincere favors or concessions
- Influencers are not your friends, so don't be fooled when they act “hurt”
- Be aware of people giving you something “for free” that you didn't ask for



Once we make a commitment, we will encounter intrapersonal and interpersonal pressures to behave consistently with that commitment

Moriarty (1975)

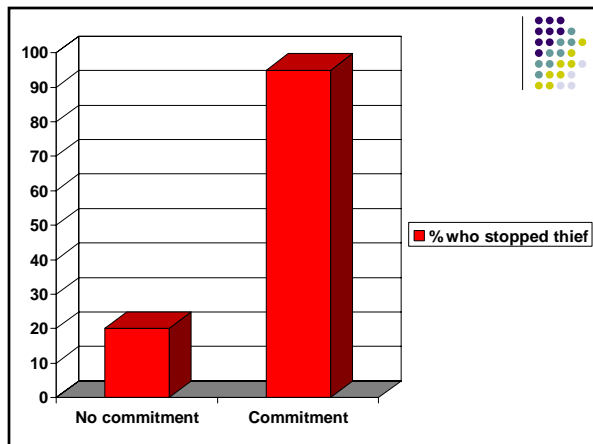


Independent variable:

- _____ ("Watch my stuff" – towel & radio)
- _____

Dependent variable:

Percent of people stopping the thief



Technique



The influencer starts with a small request in order to gain eventual compliance with a related larger request

Freedman & Fraser (1966)

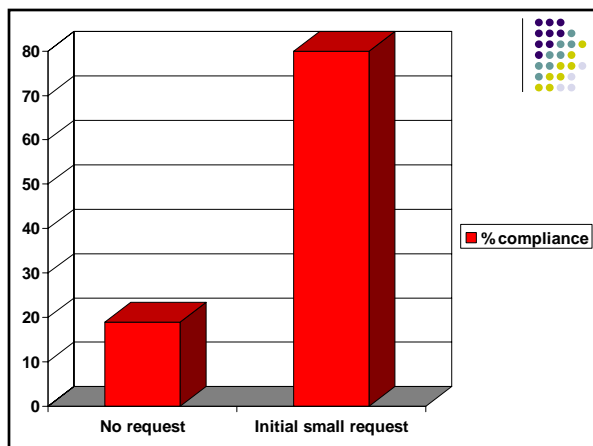


Independent variable:

- _____
- _____

Dependent variable:

Percent of homeowners agreeing to install a "DRIVE CAREFULLY" sign on their lawn



Technique

The influencer obtains a commitment from the person, and then reveals the hidden costs of the request



Joule (1987)

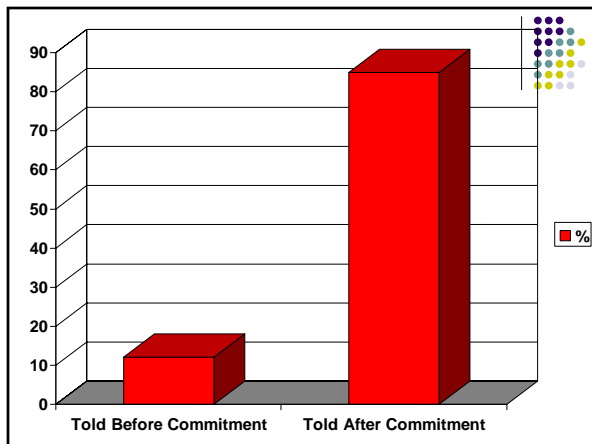
Independent variable:

- _____
 - told they would have to quit before showing up
- _____
 - told they would have to quit after showing up

Dependent variable:

Percent of smokers who agreed to refrain from smoking for 18 hours





Your Counterattack



- If you were tricked, don't behave consistently with the commitment
- If it is not clear if you were tricked, ask yourself: "Knowing what I know, if I could go back in time, would I make the same commitment?"
