



We prefer to comply with the requests of people we know and like than with the requests of strangers



Factors that Influence

- Attractiveness
- Similarity
- Praise
- Repeated contact
- Association



Repeated Exposure

The tendency for novel stimuli to be liked more after the individual has been repeatedly exposed to them (_____)

Mita et al., (1977)

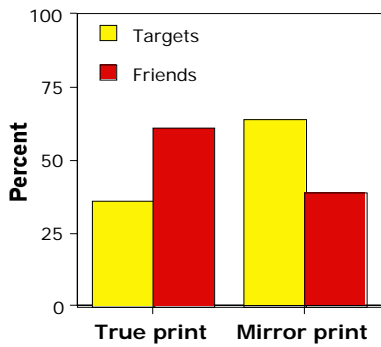


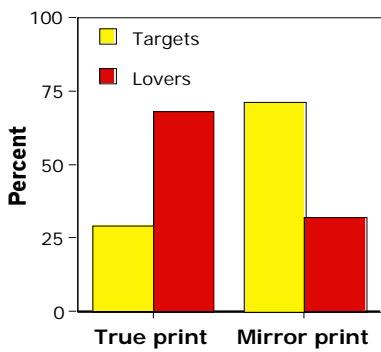
Independent variables:

- _____ vs. mirror print
- _____ vs. friend

Dependent variable:

Percent who chose true vs. mirror print





Association



Cialdini et al., (1976)

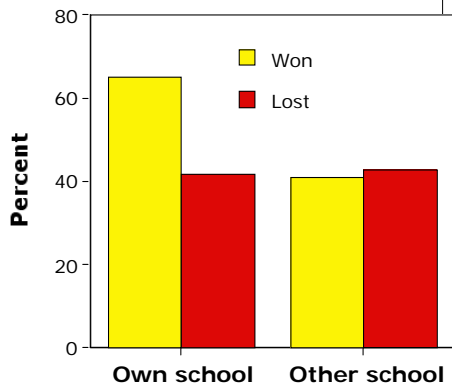


Independent variables:

- _____ vs. other school
- _____ vs. lost game

Dependent variable:

Percent of students wearing relevant apparel.



Your Counterattack



- Be suspicious if you really like someone you haven't known very long.
- Mentally separate the requester from the request (e.g., "Would I buy this product if someone else were selling it to me?").

Opportunities seem more valuable to us when they are less available



Techniques



- Limit number of products available
 - "Supply is limited!"
- Limit time to purchase the product
 - "LAST day of this sale!"

Why? _____ !

Unpleasant tension people experience whenever they feel that someone is trying to limit their freedom



Ruback & Juieng (1997) Study 1

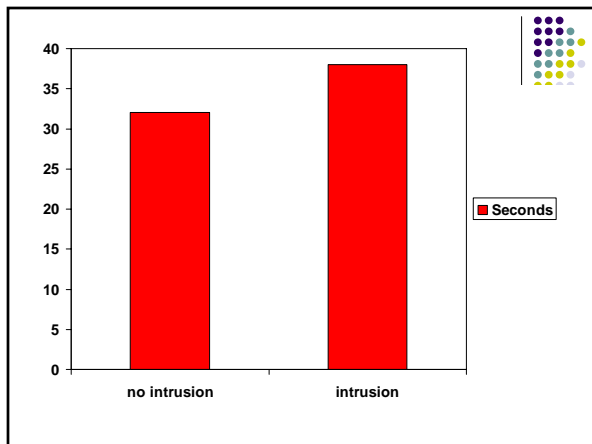
Independent variable:

- _____ (no car waiting)
- _____ (car waiting)

Dependent variable:

Time to leave parking spot.





Ruback & Juieng (1997) Study 2

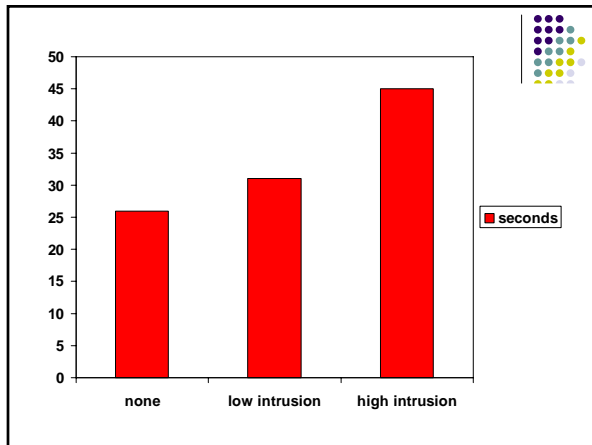


Independent variable:

- _____ (no car waiting)
- _____ (car waiting)
- _____ (car waiting & honking)

Dependent variable:

Time to leave parking spot.



An Explanation



- According to *impression management theory*, reactance effects occur because people want to appear independent.

Pennebaker & Sanders (1976)

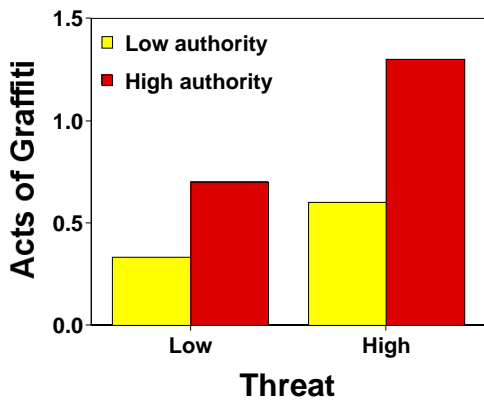


Independent variables:

- _____ ("Do NOT Write on the Walls!") vs. _____ ("Please, do not write on the walls.") threat
- _____ (J.R. Buck, Chief of Security) vs. _____ (J.R. Buck, Grounds Committeeman) source

Dependent variable:

Graffiti on toilet stall walls



Most influential when:



- Items are newly scarce
- We compete with others for them

Your Counterattack



- Recognize “rush” of arousal as reactance
- Ask yourself:
 - “Would I want this if there were plenty to go around?”
