Influence
Psychology of Persuasion
Robert Cialdini
Professor of Marketing and Psychology
Harper
Intro

• *Influence*, the classic book on persuasion, explains the psychology of why people say "yes"—and how to apply these understandings.

• You'll learn the six universal principles, how to use them to become a skilled persuader—and how to defend yourself against them.

• It is Perfect for people in all walks of life.
Big Ideas 6 Keys

• Reciprocation
• Commitment and Consistency
• Social Proof
• Liking
• Authority
• Scarcity
Reciprocation

• What?
  • We repay in kind what other person has provided us
  • Reciprocation is stronger than likeability.
    • It doesn’t matter whether we like them or not
  • Even an unwanted favor once received can produce indebtedness

• Why?
  • We find it highly disagreeable to be in a state of obligation. It weighs on us

• How
  • Providing Free samples
  • Reciprocal concessions
    • Requester retreats from a request for a LARGER favor to smaller favor

• Examples
  • Hare Krishna
Commitment & Consistency

• What?
  • We have a desire to be and to appear consistent with what we have already done
  • Once we make a choice or a stand - we feel internal and external pressure to behave consistently with that commitment

• Why?
  • Inconsistency is thought to be an undesirable personality trait (indecisive, confused)

• How?
  • Foot in the door technique – start with small commitment request
  • The more public a stand, the more reluctant we will be to change it.
  • The more effort that goes into a commitment, the greater its ability to influence the attitude of the person who made it

• Examples
  • POWs in Vietnam
    • Initially asked to agree to something being wrong with America.
    • Then asked to make it public
    • Then asked to expound on it
Social Proof

• What
  • To determine what is correct – Find out what others are doing.
  • Most powerful when – we are observing people just like us

• Why
  • As a rule we will make less mistakes when acting in accord with Social Evidence
    • But it is also open to exploitation
  • It is most powerful for those who feel unfamiliar or unsure in a specific situation and who, consequently, must look outside of themselves for evidence of how best to behave there.

• How
  • Works best when the proof is provided by the actions of a lot of other people.

• Examples
  • Yelp – Social proof as seen by other people reporting on it
  • Number of views on a youtube video – to see if its worth clicking on
Liking

• What
  • we most prefer to say yes to the requests of someone we know and like.

• Why
  • We like people who are similar to us
    • Similar in opinions, personality traits, background, or life-style.
    • Continued exposure to a person or object under pleasant conditions leads to likeability

• How
  • Attractiveness
  • Similarity
  • Compliments

• Examples
Authority

• What and Why
  • We go to almost any lengths on the command of an authority figure.

• How
  • Even the appearance of authority is enough. It doesn’t have to be real.
  • Finely styled & Expensive clothing carry an aura of status and position
  • Expert positioning
Scarcity

• What
  • Opportunities seem more valuable to us when their availability is limited.
  • When our freedom to have something is limited, the item becomes less available, and we experience an increased desire for it

• Why
  • We have a weakness for shortcuts
    • We think - Things difficult to possess are better
  • People are more motivated by the thought of losing something than by the thought of gaining something of equal value.
  • The joy is not in experiencing a scarce commodity but in possessing it. It is important that we not confuse the two.

• How
  • Deadline tactic – Sale end date etc
  • Limited number of products

• Examples
  • Apple iphone launch