

Social Influence (Part 3)

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2.2 Technique based on Reciprocation

- is deeply rooted in human nature which is one sign of this is that people feel guilty if someone does them a favor and they cannot repay it in some way.
- This sentiment is the foundation for some of the best moral behavior and good treatment for others
 - Door in the face technique
 - to start by making an inflated request then later retreat to a smaller request. The smaller request, the one that desired all along, is likely to be accepted because it appears to be a concession.
 - This is called the door in the face technique because the first refusal is like slamming a door in the face of the person making the request.
 - That's not all technique
 - with an inflated request.
 - However before the person can answer yes or no, the requester sweeten the deal by offering a discount or bonus. When a stranger or interaction partner does something kind for you, you will feel obligation to do something nice or kind in return.
 - A discount or bonus can increase compliance by sweetening the deal. The technique is like "regular" price is reduced and then several additional bonuses are added.

2.3 Technique based on Scarcity

- rare opportunities are more valuable than plentiful opportunities.

- For example, although Cabbage Patch dolls only cost about RM20 in the store, some very rare ones can sell for as much as RM200. When people compete with each other for scarce items at an auction, the price can quickly skyrocket.
- Scarcity is sometimes used as a heuristics cue in decision making which is what is rare is good. One reason why the scarcity principle works is because it takes more effort to obtain rare items than plentiful item.
- Another reason why the scarcity principle works is that people, especially those from individualistic cultures, highly value their freedom. As opportunity become scarce, we lose our freedom to obtain them.
- When our personal freedoms are threatened, we experienced an unpleasant emotional response called psychological reactance. This unpleasant emotion motivates us to obtain the scarce opportunity.

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