

Social Influence (Part 8)

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4.1 Defenses against Techniques Based on Reciprocation

- a charitable organization may give us inexpensive address labels and expect a large donation in return.

4.2 Defenses against Techniques Based on Scarcity

- First we should use the tide of emotional arousal we feel in response to scarce items as a cue to stop short.
- We need to calm ourselves so we can think clearly and rationally.
- Second we should ask why we need the item. It is because it scarce or it is because of its own merits. For example, “because it is the last day of a sale” or “because it is the last one” is not a good reason for purchasing an item.
- We should buy something only if we really want it not because it is scarce.

4.3 Defenses against Techniques Based on Capturing and Disrupting Attention

- the antidote is to stop and think before acting. Whether someone asks you for quarter or for only 17 cents should not determine whether you comply
- Therefore to eliminate the distraction so we can process the message at a deep level.

4.4 Defenses against Techniques Based on Social Proof

- The restaurant with the fullest parking lot usually does have best food.
- You will make fewer mistakes in life by paying attention to others are doing than by ignoring them.