

The Power of Persuasion: Using Social Psychology to Influence People



There is no trait or set of traits which identify the type of person most easily persuaded. Why? Because *anybody can get taken.*
Even you!

Persuasion Technique #1: Reciprocity

We feel obligated to return favors to people who have done favors for us in the past.

Reciprocity is one of the oldest and most fundamental guides for human interaction.



- As humans, we are hardwired to want to return favors, pay back debts, and treat others as they treat us.
- One of the most common manipulations is to get a person to accept an unsolicited free gift.
 - EX: Free samples, free food, free tickets, etc.

- If someone cleans my window and THEN asks for change, I'm more likely to give it because they've already done me a favor.



- If a company gives me a free item, I am more likely to purchase from them in the future



Technique #2: Scarcity



We value information and commodities that are harder to find, rather than something that is everywhere



“We just have a limited number of these items.”

“Someone is coming later today, and if you don’t want it, they do.”

“Call now – limited time offer!”



FLASH SALE

12 HOURS ONLY

SAVE UP TO
50% OFF
SELECT ITEMS

SHOP NOW

Online only. Limited time offer. Valid from 10 AM-10 PM ET today only. While supplies last. Check DICKS.com every Thursday for our latest Flash Sale deals.



Persuasive Technique #3: Authority



We tend to believe people who appear to be experts.

We also tend to be submissive around those who wear suits, uniforms, badges, etc., so are more likely to do what they tell us.

Follows similar principles as
ETHOS

Examples – Trust the Expert!



Jordan = Expert on
basketball shoes

9 OUT OF 10
DENTISTS RECOMMEND
SENSODYNE® TOOTHPASTE

SENSITIVITY RELIEF

- CAVITY PROTECTION
- FRESHENS BREATH
- HELPS MAINTAIN HEALTHY GUMS

SENSODYNE
TOOTHPASTE FOR SENSITIVE TEETH AND CAVITY PREVENTION

REPAIR & PROTECT
TOOTHPASTE FOR SENSITIVE TEETH & CAVITY PROTECTION

COMPLETE PROTECTION
SENSITIVITY TOOTHPASTE WITH CAVITY & GINGIVITIS PROTECTION

Original Flavor
TOOTHPASTE FOR SENSITIVE TEETH AND CAVITY PREVENTION

gsk
Consumer Healthcare

Technique #4: The Contrast Principle

Comparing two things so that one looks better.



Example

- Contrast work by comparing two things. One thing makes the other thing look better.
- For example, is the grade of a D- good?
 - ** Contrast the D- with an F. What about now?
 - ** Contrast the D- with an A. What about now?

Contrast Principle

- When looking at the Kindle Fire alone, you might think \$299 is an expensive price.
- BUT compared to the iPad, it is a great deal!



More Examples



Delivery
\$ 1 6 1 3
TOTAL SALE

DiGiorno
\$ 6 6 9
TOTAL SALE

Based on the weighted average non-promoted price and delivery charge of the 3 leading national delivery pizzas in 10 leading markets.

Lab demo. 22 ml coffee, pinch of coffee grounds. 32 seconds elapsed time.



2 SHEETS
LEADING ORDINARY BRAND TOWEL
11" x 8.8"

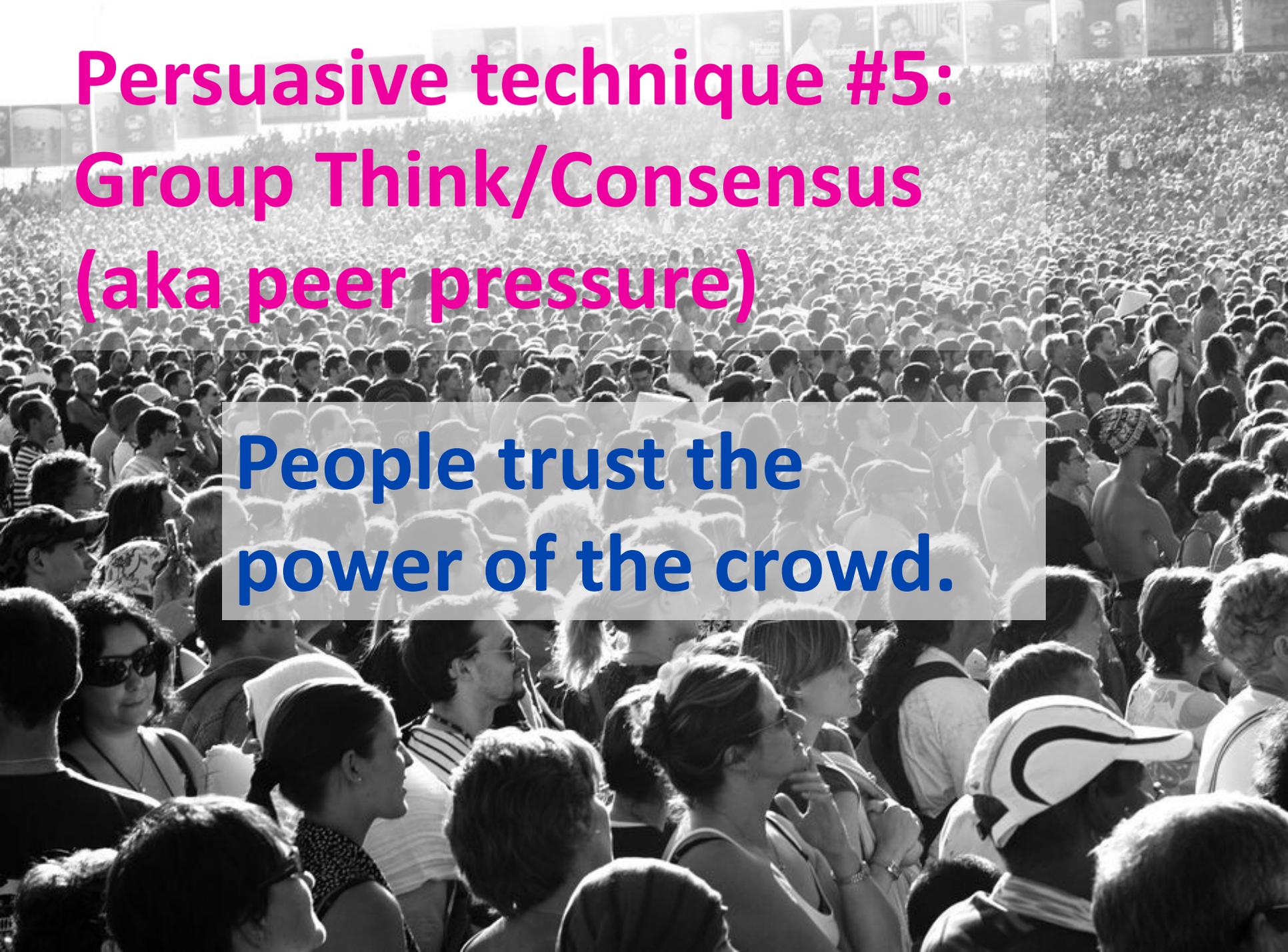
1 SHEET
Bounty
11" x 10.4"

Macbook Air

Surface Pro 3



Screens simulated; sequences shortened. Apps from the Windows Store.

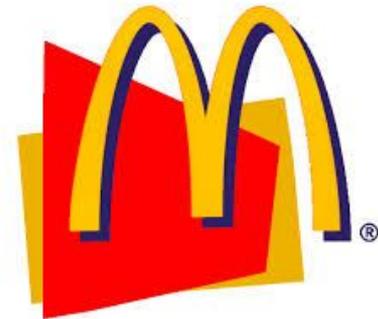
A large crowd of people at an outdoor event, with a semi-transparent text box overlaid. The crowd is dense and extends far into the background. The text is in a bold, sans-serif font. The background image is in black and white.

Persuasive technique #5: Group Think/Consensus (aka peer pressure)

**People trust the
power of the crowd.**



- We tend to purchase things that we believe many other people have picked as well:
 - If everyone else likes it, it must be good!
 - The most popular movies, restaurants, clothing, music, cellphones, etc.
 - “McDonalds: Over 300 billion served!”



People like to be associated with popular things.



A young child, likely of East Asian descent, is standing on a dark asphalt surface. The child is wearing a white bucket hat with a small logo on the front, a light blue t-shirt with some text, and blue pants. The child has a friendly expression and is looking towards the camera. The background is a dark asphalt road with a white curb line.

Technique #6: Likability

People are more likely to say yes to people they like.

3 kinds of likability:

- Similarity
- Compliments
- Cooperative efforts



Similarity

- We like people that are like us: similar tastes, values, etc.
- People prefer to work and interact those with whom they feel connected.
- If we have things in common, and you like something, I'll probably like it, too!



Example: Dove created a whole campaign of using women who are more 'relatable' than models

Compliments

Great Job!

You look great!

Nice haircut!



You compliment me



I like you more



I'm more likely to be convinced by what you tell me.

Cooperative Efforts



People like people who are willing to help out.

If we're part of a team – working towards a common goal – I'm likely to do what I hear you're doing to achieve that goal as well.



To sum up: 6 principles of persuasion

1) Reciprocity

We feel obligated to return favors to people who have done favors for us in the past.

2) Scarcity

We value scarce information and commodities more than things that are in abundance.

3) Authority

We believe what trustworthy and credible experts say.

4) The Contrast Principle

If we see two things in sequence that are different, we tend to see the second one as more different from the first than it really is.

5) Group Think

We trust the power of the crowd and like to be associated with popular things.

6) Likability

We say yes to people that we like. Similarity, compliments and cooperative effort are all kinds of likability.

Activity

- On the back of your note sheet, there is a list of scenarios
- With a partner, read through each scenario
 - Decide which technique is being used and write the number in the box next to it
 - Hint: There may be more than one technique used at once
- Be prepared to defend your answer, we will discuss these!