

Quadrant II – Transcript and Related Materials

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Notes

Compliance affects everyday behavior, especially in social interactions. Compliance is a type of social influence where an individual does what someone else wants them to do, following his or her request or suggestion.

Unlike obedience, in which the other individual is in a position of authority, compliance does not rely upon being in a position of power or authority over others.

Compliance involves changing your behavior in some way because someone else requested you to do so. While you may have had the option to refuse the request, you chose to comply.

There are many different kinds of situations where compliance comes into play.

The six basic principles of compliance and how they function.

Cialdini, a key researcher into compliance and persuasion has outlined compliance techniques, ways in which individuals are influenced or persuaded to comply with the demands or desires of others. (The result of direct pressure to respond to a request)

Authority – people comply more often with those in positions of authority, e.g. famous people

Commitment – once people have agreed to something they are likely to comply with similar requests

Friendship/Liking – people comply with requests from people they like than with requests from strangers or people we do not like.

Reciprocity – people often feel they need to “return a favor”

Scarcity – opportunities seem more valuable to people when they are less readily available.

Social Validation – people view a behavior as correct if they see others performing it

TECHNIQUES

The Door in the Face Technique

The door-in-the-face technique is a compliance method whereby the persuader attempts to convince the respondent to comply by making a large request that the respondent will most likely turn down.

This technique achieves compliance as refusing a large request increases the likelihood of agreeing to a second, smaller request.

It has been found the door-in-the face technique produces high levels of compliance only when the same person makes the request, and the requests are similar in nature.

The influence of the door-in-the-face technique is the way in which it plays on our sense of guilt. When we decline a person's initial request, we are left with a sense of guilt for not having 'helped' them out. When a second, more reasonable request is made, it is sufficiently reasonable for us to fulfill, and we view it as an opportunity to reduce the guilt that we experience.

The success of the technique is that a person's refusal to comply with the first request leads to a concern that their reputation has been tarnished. They may feel as though they will be seen as uncharitable or uncooperative. Again, when the second question is proposed, it is viewed as an opportunity, but this time, to fulfill one's need for positive self-presentation.

The "Foot-in-the-Door" Technique

The foot in the door technique is a compliance tactic that assumes agreeing to a small request increases the likelihood of agreeing to a second, larger request.

So, initially you make a small request and once the person agrees to this they find it more difficult to refuse a bigger one (Freedman & Fraser, 1966).

The foot-in-the-door technique works on the principle of consistency. People prefer not to contradict themselves in both actions and beliefs. This means that as long as the request is consistent with or similar in nature to the original small request, the technique will work.

People perceive themselves as helpful for complying with the small request and want to continue to be seen as helpful so they continue complying with requests.

People want to be consistent and therefore tend to comply with the request.

The Low-Ball technique

The low-ball technique is a compliance method which involves making a request and gaining agreement from a person, then changing the terms of the deal at the last minute. Since a person has already committed, it is hard to say no to the new higher demand.

This may be unethical method of gaining agreement from a person is found in sales negotiation scenarios.

the low-ball method aims only to obtain initial agreement so that this can be applied to the eventual, less favorable request. When the request changes or becomes unreasonable, the person will (to a degree) find it difficult to say “no” because of having originally committed themselves.

People want to act consistently with their initial decisions/commitments.

That's-Not-All technique

The ‘That’s Not All...’ technique is used by marketers to persuade potential customers who are undecided as to whether they should buy a product.

The technique involves making a request, and then emphasizing an additional argument before asking a person to comply with the request.

For example, a TV infomercial advertising a CD might spend ten minutes promoting the music on the CD, then just before the call-to-action is made, surprise the viewer with:

“But that’s not all! When you buy this CD, we will send you a second, bonus CD, with track from another artist.”

Even though the added benefit is not one that the person would pay for separately, when it is added to the original offer, it makes for a more persuasive argument.

Ingratiation

Ingratiation as a compliance strategy involves presenting yourself in a positive way to people you wish to persuade. Strategies such as flattering the target or presenting oneself in a way that appeals to the individual are often used in this approach.

People tend to like people who like them, and complimenting or recognizing the positive characteristics of a person is one way of showing that you value a person. Overlooking a person’s weaknesses and emphasizing the areas in which they are proficient can help to boost a person’s self-image.

Another form of ingratiation requires demonstrating that you yourself are likable. Prosocial behavior, exhibited through confident body language, such as making eye contact, holding a conversation, smiling and remaining positive, can help to show that you are someone people can warm to. Confidence should be tempered with modesty so as to avoid giving an impression of over-confidence or arrogance, which can provide a less favorable impression to strangers.

The deadline technique.

“Limited-time offer!” “Today only!” These kinds of things put a deadline on your opportunity to take advantage of a magnificent offer.

Technique for increasing compliance in which target persons are told that they have only limited time to take advantage of some offer or to obtain some item.

Scarcity plays a chief role in persuading people to buy a certain item. The scarcity principle or tactic functions on the worth individuals are attached to things. Scarcity states that less available things are more valuable.

It is a technique that is applied in an indirect and common way affecting all people at a certain point or another.

The deadline technique adds an official time limit on the availability of the product. This tactic directly develops an emotional experience getting in the path of cognition or generates a psychological reactance. When there is a sign saying- “only for a limited time” creates a psychological impact or affects people’s emotions.

It generates an unstable condition in the brain causing people not to think straight or as straight as they would like. Thus, they spend or buy products not because they require those but because the advertising stimulates them to feel like they require those.

Factors that influence compliance

Being in the immediate presence of a group makes compliance more likely.

Similarity: People are more likely to comply when they believe that they share something in common with the person making the request. (such as a shared birthday).

Number: The likelihood of compliance increases with the number of people present. If only one or two people are present, a person might buck the group opinion and refuse to comply.

When group affiliation is important to people, they are more likely to comply with social pressure.

Compliance techniques are:

Ways in which individuals are influenced to comply with the demands or desires of others, therefore a change in behavior is observed, however the individuals inner and private intentions may be kept hidden, as they comply and therefore confirm to the request of an individual.

It is Used in marketing, advertising, as sales tactics to persuade customers to buy products

Compliance techniques have a significant impact on human behavior, as seen by its observation in and application to real life situations.