**Sample 1**

A compliance technique is a technique used to influence individuals to respond positively to a request. They are typically used in advertising. An example of a compliance technique is the Door-in-the-face technique. This technique is comprised of first stating a very demanding request which will surely be turned down and then suggesting a low demand request after. Research has shown that the Door-in-the-face technique results in higher positive responses.

Cialdini et al. (1976) conducted an experiment with the goal of testing the effectiveness of the Door-in-the-face technique. They first stopped college students on campus claiming they were from a youth counseling programme and asked students if they were willing to take juvenile delinquents to the Zoo. 83% of the students said no. Later they used the door-in-the-face technique on other students. They first asked whether they would be willing to offer study counseling for two hours a week for a period of two years. There were no positive responses (everyone said no). Then they asked the students whether they would chaperone the juvenile delinquents to the zoo. 50% of the students said no.

These results show a significant difference when using the door-in-the-face technique. The amount of positive responses rose from 17% without the door-in-the-face technique to 50% when in use. Through research the door-in-the-face technique has been shown to be effective in inducing more positive responses. It is a commonly practiced compliance technique that is often used by sellers or even children to persuade their parents to buy them something.

### ****Sample 2****

Compliance is defined as the direct pressure laid upon someone to get them to comply with a request. Cialdini, a known social psychologist, had outlined several principles affecting the influence of compliance. One of them is reciprocity: the obligation one feels to return a favour. Reciprocity can also be in the form of agreeing to something, when you feel the request has already been lowered to satisfy you. This technique is called the door-in-the-face technique.

This technique was demonstrated in a study by Cialdini et al. (1975). A group of university students were asked to do volunteer work in form of taking juveniles to the Zoo. 17% agreed. The researchers then asked another group whether they could sign up for a two years long counseling volunteer job. None agreed. The same group was then asked just to take the juveniles to the zoo, i.e. lowering the request. This time 50% agreed.

Even though one might argue that the second group was simply not able to do the 2-years job but generally liked going to the zoo, the study is a good example of the ‘door-in-the-face’ technique and the principle of reciprocity. The fact that the researchers lowered the request and that this resulted in a definite increase in volunteers – supports and explains the technique.

### ****Sample 3****

Compliance techniques are used in order to understand cultural norms to influence the way people react to different things. This was found by Cialdini et al. One compliance technique is the foot-in-the-door technique, which is when making people agree with something small in order for them to be influenced into agreeing to something larger.

This is shown in the study of Dickerson et al. (1992) where the aim was to make university students lower their shower time by involving them in a propaganda campaign. Dickerson and his team made the students sign a poster that said: “If I can do it, so can you”. The study showed that the average bathing time for those who had signed the poster was significantly lower than the average student.

This study shows how the students agreed to something as small as a poster made them in the end agree to actually decrease their own bathing time. However you might argue that those students only signed because they already had a fairly short bathing time.

### ****Sample 4****

Compliance is understood as the individual’s need to comply upon a request, no matter if the request is explicit or implicit. Compliance is one of the behavioural mechanisms of individuals in a group.

Robert Cialdini, one of the leading psychologists on compliance as outlined six factors of the compliance theory, or the way people comply upon other people’s requests or desires. One of the main factors of these is the principle of reciprocity.

Reciprocity is the need of people to return a favour. This can be illustrated by Lynn & McCalls (2001) who found that when costumers were given a mint or a sweet with their bill, the amount of the tip increased notoriously. This can be explained as simply being a response towards a favour given.

### ****Sample 5****

The definition of compliance is direct or indirect pressure on an individual to respond to favours or requests of others. Compliance techniques are ways in which to make an individual comply with the desires of others either by manipulating or influencing them. Cialdini (2004) outlined different compliance techniques. One of them is reciprocity; the need people feel to ‘return a favour’. So if someone does something for you, you will most likely return it in some way.

Reagan (1986) demonstrated this in a lab experiment. The aim was to test if participants were more likely to return a favour if they had received a favour than if they had not. The experimental method was used and the IV was whether participants were favoured or not. In the control condition, participants did not get a favour. The dependent variable was how many raffles the participant bought. In the procedure a participant and confederate had to rate paintings. At some point the confederate would leave and come back with a coke for himself and the participant. In the control condition it was only for himself. Then the confederate would engage in conversation and tell he was in a competition where he had to sell most raffle tickets in order to win. He asked the participant to buy raffles to help.

The results were that those participants who were favoured bought twice as many raffle tickets. It is most likely that when they have received a favour, they feel dissonance about not returning the favour when asked. In order to reduce the dissonance, they bought the tickets. Even though the setting was artificial it showed a strong relationship between favours and reciprocity. The liking of the confederate was also rated to see if that had an impact. Participants that liked the confederate bought a small amount more, whereas those who did not like him as much still bought twice as many tickets (in experimental condition). This shows liking is important but reciprocity is far more powerful.

### ****Sample 6****

Compliance techniques are ways through which an individual can be influenced to agree with an implicit request.

One compliance technique is the door-in-the-face technique. The strategy here is to make a demanding request which will surely be turned down and then make another, less demanding request. The second request will probably be accepted, since the individual feels that the request was already lowered in order to accommodate him. Therefore, the individual would feel stress if after asking for this favour, they did not accept the compromise.

The door-in-the-face technique was illustrated in an experiment carried out by Cialdini et al (1975). He and his colleagues presented themselves as members of the County Youth Counseling Program and stopped university students on campus to ask them whether they were willing to accompany young delinquents on a trip to the zoo. 83% of the students refused. Then the researchers asked another group of students whether they wanted to voluntarily work as counselors at least two hours per week during two years. This request was turned down by everybody. When the same students subsequently were asked the question about the zoo trip, 50% of them accepted to participate.

This experiment shows how the door-in-the-face technique works. As it was seen in case of the second group of students, they were more likely to comply with a second request if it was lowered compared to the first one. This technique is effective also in real life. For example, if a salesman lowers the price of a product because the client thinks it is too expensive, then the client is more likely to make a purchase.