

**Cialdini's  
Principles of  
Persuasion &  
Social Influence  
Activity**

# #1

- You're not sure what the speed limit is, so you match your speed to the car in front of you.
  - Consensus



# #2

- While walking downtown in the summer, you see a kid running a lemonade stand. As you pass, she gives you a flower. You decide to stop and buy a lemonade.
  - Reciprocity



# #3

- You're booking a flight from Chicago to St. Louis for an upcoming trip. You see that there's only 1 seat left in the flight you want, so you book it immediately rather than waiting to see if the price drops.
  - Scarcity

The screenshot displays two flight options from Chicago (ORD) to St. Louis (STL) on American Airlines. Both flights are nonstop and priced at \$237.80 for a roundtrip. The first flight departs at 10:20a and has 1 seat left. The second flight departs at 6:40p and has 2 seats left. Both flights are operated by American Airlines 3755, which is an Embry Air As American Eagle. Each flight option includes a 'Select' button and a 'Flight details and baggage fees' link.

Flight Time	Airline	Duration	Stops	Seats Left	Price
10:20a - 11:28a	American Airlines	1h 8m	Nonstop	1	\$237.80 roundtrip
6:40p - 7:49p	American Airlines	1h 9m	Nonstop	2	\$237.80 roundtrip

# #4

- At your job as a coffee stand barista, you “salt the tip jar” by putting a few of your own dollars in it to try to get your customers to tip more.
  - Consensus



# #5

- Your mom tells you that you need to floss more, which you ignore. A week later, you go to the dentist, who suggests that you should floss more often. You agree and buy some floss to take home.
  - Authority





# #6

- You get a Christmas card in the mail from someone you've never met before. You send them a Christmas card back.
  - Reciprocity



# #7

- During a family reunion, you observe your niece complaining to her parents that they should buy her a Nintendo Switch because all of her friends have one and she doesn't.
  - Consensus







# #8

- You go with your parents while they shop for a new car. You notice that after your dad mentions his birthday is coming up, the salesperson says that he has the same birthday as your dad.
  - Liking



# #9

- At your job at an appliance store, you make small talk with your customers in which you make sure to compliment something about them. You find that when you do this, they're more likely to buy an appliance from you.
  - Liking



# #10

- Your roommate wants you to do the dishes even though it's their turn. When you protest, they ask whether you care about them and want them to do well in school, to which you say "of course". Then they say, "then will you do the dishes for me so I can study?" You cave and say yes.
  - Consistency



# #11

- While browsing startups on Kickstarter, you notice that you're more likely to donate to a startup that already has lots of other backers compared to a startup with no backers yet.
  - Consensus



# #12

- While you're at work, your boss asks you to come to their office. You do so, walking past your co-worker who is talking on the phone. When you get to your boss' office, they ask if you would be willing to go listen to what your co-worker is saying in their phone call. You think it's a little weird, but you agree to do it.
  - Authority



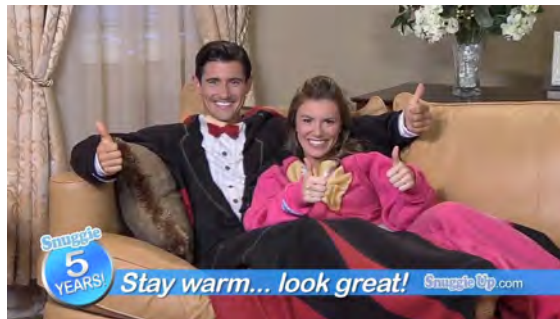
# #13

- You notice that your roommate laughs out loud more often when watching comedy shows with laugh tracks (like Friends or The Big Bang Theory) than while watching comedy shows without laugh tracks (like Futurama or Arrested Development).
  - Consensus



# #14

- You're watching TV when you see an infomercial for tuxedo Snugglies. The infomercial says they'll offer a reduced price, but only to the first 50 callers.
  - Scarcity



# #15

- You're babysitting five of your young cousins when you notice that four of them have ganged up on the fifth and aren't letting him play with them even though he keeps asking to join in. You decide to intervene by asking your cousins if they'll let him join. They agree.
  - Authority







# #16

- You walk by a table of cupcakes marked at \$1.50. While you're eyeing them, the salesperson says that they'd be willing to sell you a cupcake for \$1.00. Because they lowered the price for you, you agree to buy a cupcake

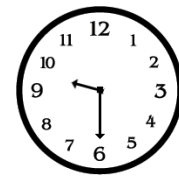
- Reciprocit



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# #17

- Your younger sibling currently has a curfew at 8pm, but wants it pushed back to 9:30pm. Your parents say no to this, so your sibling instead asks your parents to push their curfew just to 8:30, which your parents agree to. Two weeks later they ask for it to be pushed back to 9 and your parents agree. A week after that, they ask to push it back to 9:30 and your parents agree again.
  - Consistency



# #18

- After your sibling graduates from college, the alumni association sends them a letter in the mail that contains 50 already-made return address labels with their name and address, along with a letter requesting that your sibling donate to the college.
  - Reciprocity



# #19

- While browsing for some new headphones on Amazon, you see they have a daily deal going on for a pair you're considering. You see that the sale is ending soon and over half of them have already been claimed, so you decide to go ahead and buy them.
  - Scarcity



# #20

- Someone knocks on your door. When you answer it, you meet a door-to-door salesperson who says they've just been signing all your neighbors up for magazine subscriptions and they'd like to sign you up too.

- Consensus

