

Why you say yes – the psychology behind persuasion

Upcoming episode

Social psychologist Robert Cialdini on the few mechanisms that make people say yes. A walk through the ideas in *Influence* – reciprocity, commitment, social proof, liking, authority and scarcity – and how to notice when they are being used on you.

THE BOOK THIS EPISODE IS ABOUT

Influence: The Psychology of Persuasion – Robert B. Cialdini

1984

MAIN TOPICS

- Reciprocity – why a favour demands a favour back
- Commitment and consistency
- Social proof – we do what others do
- Liking
- Authority
- Scarcity
- Unity, the seventh principle, added later
- How to defend yourself
- What is disputed in the research behind it

QUESTIONS THIS EPISODE ANSWERS

- What are the six principles of persuasion?
- Why do we feel obliged to give something back?
- What is social proof?
- Why does scarcity work so well in marketing?
- How do you protect yourself against manipulation?
- Is the research behind *Influence* reliable?

KEY POINTS

- We have shortcuts for saying yes, and they can be pressed deliberately.
- Reciprocity is so strong that a small, unrequested gift can trigger a large return.
- What we say out loud, we try to live up to – including when we should not.
- Uncertain people look at what others are doing. Everyone who sells anything knows this.
- Knowing the mechanisms is the best defence against them.

SOURCES AND REFERENCES

- Robert B. Cialdini – Influence: The Psychology of Persuasion (1984, revised 2021)

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