

Study Fill-Ins for Robert Cialdini's *Influence: Science and Practice*

Chapters 1, 2, and 3

To see how carefully you have read and remember the book, fill in each blank with the appropriate answer.

1. A fixed sequence of systematic, intricate behavior that is activated by some stimulus is called a _____ pattern.
2. The pattern of behavior above is set off by a _____ feature.
3. Automatic, stereotyped behavior is prevalent in much of human action because it is often a(n) _____ form of behaving.
4. According to the contrast principle, if a second item is substantially different from a first item, we will tend to see the second item as _____ the first.
5. A compliance technique that creates a feeling of indebtedness by giving a gift or doing a favor is the rule of _____.
6. Free samples in the supermarket, free food and lodging at time-share condo presentations, free drinks in Las Vegas casinos, all engage the rule of _____.
7. A small favor can produce an obligation to agree to a substantially _____ return favor.
8. Intentionally asking for more than one wants so that one can later "compromise" and ask for something smaller is a technique Cialdini calls _____.
9. People duped by the above technique are likely to agree to further requests because agreement forged through the concessions of one's adversaries are quite _____.
10. One result of the consistency principle is that once people make a difficult decision, they tend to believe in the _____.
11. Sealed within the fortress walls of rigid consistency, we can be impervious to _____.
12. Many salesmen and companies are willing to make any small sale to a new customer, because they believe the sale will create _____.
14. The conditions needed for a commitment to be effective are that it should be _____, _____, _____, _____.
15. A most powerful commitment device is to get people to _____ their ideas.
16. Offering an advantage to cause a decision to be made, and then, after the decision is made, removing the advantage, is a technique called _____.

Study Fill-Ins for Robert Cialdini's *Influence: Science and Practice*

Chapters 4 and 5

To see how carefully you have read and remember the book, fill in each blank with the appropriate answer.

1. By the principle of social proof, if we see others in a group performing a certain behavior, we are likely to view that behavior as _____.
2. We are most likely to accept the actions of others as correct when the situation is _____ or _____.
3. According to the "Werther effect," people imitate each other even in the area of _____.
4. A danger of social proof is that the social evidence might have been purposely _____.
5. Social proof is most influential under two conditions, _____ and _____.
6. A _____ effect occurs when one positive characteristic of a person dominates the way that person is viewed by others.
7. Our attitude toward something is influenced by the number of times we have been _____ in the past.
8. Hostility between the two groups of boys was reduced by _____.
9. A method used to get suspects to confess to a "friend" is called _____.
10. The principle that makes manufacturers connect their products with popular culture is called _____.
11. When our public image is damaged, we will experience an increased desire to brag about our ties to _____.

Study Fill-Ins for Robert Cialdini's *Influence: Science and Practice*

Chapters 6, 7 and 8

To see how carefully you have read and remember the book, fill in each blank with the appropriate answer.

1. In the Milgram experiment, people were willing to electrocute another person because of a deep-seated sense of _____.
2. Once a legitimate authority has given an order, subordinates stop _____ and start _____.
3. Fancy titles and fancy clothes make a person's ideas more _____.
4. A method compliance professionals use to make themselves appear impartial or sincere is to argue against _____.
5. Most people seem to be more motivated by the thought of _____ something than of _____ something of equal value.
6. When we feel our choices are limited or threatened, we often respond with psychological _____, such as the Romeo and Juliet effect.
7. Most people's response to scarce or censored information is to _____.
8. Competition or rivalry for something (teapot or lover) makes us want the thing _____.
9. There is nothing wrong with the shortcut approach of automatic responding when _____.

10. The problem--the treachery--of the compliance professionals is that their methods threaten the _____ of our shortcuts.

Matching Quiz for Robert Cialdini's *Influence: Science and Practice*

Match the example with the principle of compliance. Two answers will be used twice.

_____ 1. Buy now before it's too late.

_____ 2. We'll give you a free dinner and Las Vegas show tickets just for listening to our timeshare presentation.

_____ 3. If you won't give us a ten percent raise, then, how about a five percent raise and extra medical benefits?

_____ 4. Enter our Satisfied Customer contest today. Just write out in twenty-five words why you are satisfied with our product. Then put your entry in the box to win a new bread maker!

_____ 5. All my friends got a Route 66 tattoo on their foreheads, so I got one too.

_____ 6. Let's see if we can make this deal. I'll do my best to help you get the price you want for this car. I'll even yell at my sales manager if necessary. Believe me, I'm on your side. Don't think of me as a used car salesman; think of me as your friend.

_____ 7. I think I'll take the advice of the guy in the suit rather than that of the guy in the T-shirt. The guy in the suit must know what's best.

_____ 8. Limited to stock on hand. Subject to prior sale.

_____ 9. After what I had to go through to join that club, I'm never gonna quit it.

_____ 10. Even though I'm not learning much, I'm going to a prestigious university that has a winning football team so I feel great! I feel like a winner, too.

A. Reciprocation

B. Liking

C. Conditioning and Association

D. Scarcity

E. Rejection then Retreat

F. Social Proof

G. Commitment and Consistency

H. Authority

Multiple Choice Quiz #1 for Robert Cialdini's *Influence: Science and Practice*

In each case, choose the single best answer.

1. Charities that send you half a dozen greeting cards along with a request for a donation are using the compliance technique of

- a. commitment
- b. liking
- c. scarcity
- d. authority
- e. reciprocation

2. Attributes like physical attractiveness, similarity, praise, touching, and repeated contact are related to which compliance technique?

- a. commitment
- b. liking
- c. scarcity
- d. authority
- e. reciprocation

3. The four conditions that should be present for a commitment to be effective and have an influence on self image include all of the following EXCEPT

- a. active
- b. popular
- c. public
- d. effortful
- e. freely chosen

4. Some studies show that men and women who are avid readers of muscle, fitness, swimsuit, and fashion magazines are less satisfied with their spouses after reading than before. This is likely the result of which principle?

- a. reciprocation
- b. authority
- c. contrast
- d. social proof
- e. scarcity

5. In news stories of a trial, you read that the judge has banned certain items of evidence from being presented. You recognize that as far as the public is concerned, these items are likely to take on even more importance than if they had been admitted into evidence. You know this because of the principle of

- a. authority
- b. liking
- c. social proof
- d. psychological reactance
- e. the Werther effect

6. When a congregation is given an altar call, first a person or two begins to come, then several, then a larger number all at once. This trickle-into-flood effect is the result of which principle?

- a. fixed-action patterns
- b. judgmental heuristics
- c. reciprocation

- d. social proof
 - e. liking
7. Which is **not** an item connected to the authority principle?
- a. wearing a suit and tie or uniform
 - b. being tall or wearing lifts in one's shoes
 - c. having an impressive title
 - d. driving an expensive car or having a large office
 - e. being a good negotiator
8. The Werther effect relates to
- a. following authority blindly, even to causing harm to others
 - b. copycat suicides
 - c. copycat arson
 - d. starting small and building on commitment
 - e. buying frenzies at sales of heavily discounted merchandise
9. The advertisement, "While Supplies Last" is an attempt to use the compliance principle of
- a. liking
 - b. authority
 - c. scarcity
 - d. commitment
 - e. rejection then retreat
10. Often sellers of a series of items (coins, books, even steaks) offer you the first one or several for a reduced price. Once you begin buying part of set, you are more likely to continue because of the principle of
- a. liking
 - b. authority
 - c. scarcity
 - d. commitment
 - e. rejection then retreat

Multiple Choice Quiz #2

for Robert Cialdini's *Influence: Science and Practice*

In each case, choose the single best answer.

1. Which of the following is NOT an example of the use of the scarcity principle?

- a. make him jealous
- b. be the first on your block
- c. limited time
- d. while they last
- e. 10% off only if you act now

2. The Milgram experiment was an investigation of which compliance technique?

- a. social proof
- b. reciprocity
- c. liking
- d. commitment
- e. authority

3. Some studies have recently shown that ratings for TV shows make children want even more to see the shows rated as for mature audiences only. Similarly, it has been argued that R ratings for movies are really advertising come-ons to get young teenagers to want to see the movies. These factors are explained best by which compliance principle?

- a. social proof
- b. reciprocity
- c. liking
- d. scarcity
- e. authority

4. Someone who promises you a lot to get you to make a decision and then delivers much less, knowing your decision is now firmly made, has used which compliance technique on you?

- a. liking
- b. rejection-then-retreat
- c. low balling
- d. reciprocity
- e. monkey see, monkey do

5. Clubs or organizations that require much effort to get into often have very loyal members because of the operation of which compliance technique?

- a. social proof
- b. reciprocity
- c. liking
- d. commitment and consistency
- e. authority

6. When a compliance professional attempts to create the sense of obligation in you by giving you a free gift, he is hoping to exploit the technique of

- a. social proof
- b. reciprocity
- c. fear
- d. authority
- e. similarity

7. In negotiations, some people commonly ask for more than they expect to get because they want to exploit which compliance technique?

- a. greed
- b. liking

- c. monkey see, monkey do
 - d. rejection-then-retreat
 - e. false dilemma
8. According to Cialdini, people who watch violence (like a boxing match) are more likely to
- a. be purged of violent feelings
 - b. become violent themselves
 - c. avoid watching such violence in the future
 - d. write to their congressmen
 - e. spend more money than usual in the next few days.
9. All of the following influence our overall liking EXCEPT
- a. physical attractiveness
 - b. similarity
 - c. praise
 - d. repeated contact
 - e. competition
10. John and Jane are just about to sign the papers on a \$375,000 house when the salesman asks if they want to add the central air conditioning package for only \$4,700. They agree, thinking how cheap that is, because they have been victimized by the principle of
- a. reciprocation
 - b. authority
 - c. contrast
 - d. social proof
 - e. scarcity
-

Multiple Choice Quiz #3

for Robert Cialdini's *Influence: Science and Practice*

In each case, choose the single best answer.

1. The best example of lowballing would be
 - a. selling at a lower price than any competitor
 - b. stooping to a low personal insult
 - c. using words too simple for the sophistication of the audience
 - d. delivering less than was promised after a decision has been made
 - e. dribbling at knee level
2. According to Cialdini, to increase commitment on the part of a new member, initiation ceremonies should
 - a. be kept simple
 - b. be made easier
 - c. require effort
 - d. be eliminated altogether
 - e. not be videotaped
3. Jane asks her friend Tom, a guy good with tools, out to dinner. Halfway through she asks him, "By the way, would you mind looking at my car?" She is using the compliance technique
 - a. commitment
 - b. consistency
 - c. scarcity
 - d. authority
 - e. reciprocation
4. Some new terrible movie comes out, depicting pastors and missionaries as greedy, lustful hypocrites. Your friends want you to join them in marching on the studio in protest. You tell them that such a move would backfire because of the principle of
 - a. authority
 - b. liking
 - c. social proof
 - d. psychological reactance
 - e. the Werther effect
5. Girls were hired to faint when Frank Sinatra sang in order to invoke the power of the principle of
 - a. fixed-action patterns
 - b. judgmental heuristics
 - c. reciprocation
 - d. social proof
 - e. liking
6. Con artists commonly wear lifts in their shoes because
 - a. they want to see over the heads of others
 - b. there is an association between height and status
 - c. most con artists are short
 - d. they hide drugs in the lifts
 - e. they need to be able to run away quickly if someone catches on to them
7. In the Milgram study, subjects were given
 - a. electric shocks
 - b. compliments
 - c. vocabulary tests

- d. cigarettes when they signed a confession
 - e. a broken water pipe to fix
8. The sale sign, "Only Three Days Left!" is an attempt to use the compliance principle of
- a. liking
 - b. authority
 - c. scarcity
 - d. commitment
 - e. rejection then retreat
9. A life-sized cardboard photograph of a policeman is placed near a street corner where illegal drug sales have been a problem, and the sales diminish remarkably. This even shows the effectiveness of which compliance technique?
- a. liking
 - b. authority
 - c. scarcity
 - d. commitment
 - e. social proof
10. Price packing occurs when a car dealer adds to the sticker price of a car, either by adding features (Pinstriping...\$399) or simply "ADMU" ("additional dealer mark up"). Suppose you visit a car dealer where an extra \$2500 has been added to the sticker price. The salesman tells you that the vehicle is so popular that the price is great as is, and there can be no discount. As you begin to walk away, he says, "I'll tell you what. I may get in trouble with my boss, but I guess I can give you a thousand dollars off." The principle being used here is
- a. liking
 - b. authority
 - c. social proof
 - d. commitment
 - e. rejection then retreat

[Copyright 2000 by Robert Harris](#)

About the author:

ROBERT A. HARRIS taught at the college and university level for more than 25 years before retiring to write full time. He has written on the use of computers and software in language and literature study, using the Web as a research tool, the prevention of plagiarism, creative problem solving, and rhetoric. His most recent work centers on the integration of faith and learning. Dr. Harris holds the Ph.D. in English from the University of California at Riverside.

Used by Stephen Oliver and NAPMA Squared with Permission from the Author.