

Weapons of Influence

Six fundamental psychological principles that direct human behavior:

1. Reciprocation

We try to repay, in kind, what another person has provided us

2. Consistency

We feel a nearly obsessive desire to be (and to appear) consistent with what we have already done or with the stance that we have taken.

3. Social proof

One mean we use to determine what is correct is to find out what other people think is correct (especially when we view those others as similar to ourselves).

4. Liking

We most prefer to say yes to the requests of someone we know and like.

5. Authority

There is a deep-seated sense of duty to authority within all of us.

6. Scarcity

Opportunities seem more valuable to us when their availability is limited.

Source: Robert B. Cialdini, *Influence - The Psychology of Persuasion*, William Morrow & Co, revised edition, 1993