**Learning Outcome: Discuss the use of Compliance techniques.**

Compliance techniques:

* The foot in the door technique. Freedman and Fraser, 1966-Drive safely and Dickerson et al 1992-water conservation.
* Low-balling. Burger and Cornelius, 2003-Student donations and Cialdini et al, 1974-early wake up
* Reciprocity. Lynn and McCall, 1998-Mint with bill and Regan, 1971-Raffle tickets
* Door in the face. Cialdini et al, 1975-Zoo study

What to include:

* What is the technique?
* Give an example
* Outline the studies that support it. AMFE’s
* Explain why it works. (In terms of commitment and reciprocity)
* Evaluation of technique you could include: factors that influence compliance, how effective the technique is, conditions when the technique could be used, cultural considerations, ethical considerations

* Plan a short experiment to see if the technique works for you. You will present your methods and findings to the class.