Reciprocation
Reciprocation

Two forms of Reciprocation

1) Repayment

Giving to those who have given to you
Christmas Card Study

Phil Kunz, a psychologist at Brigham Young University in Provo Utah sent 578 Christmas cards (signed “Joyce and Phil”) to strangers living in Chicago, Illinois.

117 (over 20%) sent a card in return.

A significant number of return cards had notes or letters enclosed.

Only 6 of the 117 people who returned a card said they could not remember them.
Repayment

Donations without gift → 18%

Donations with gift → 35%
Repayment

Obligation

Guilt

Evolutionarily adaptive
Reciprocation

Two forms of Reciprocation

2) Concessions

Make concession in return for concession made by another
Reciprocation

Two step procedure:

1. Large request (get No!)
2. Smaller request (get Yes!)

Works because:

- 1st request makes 2nd request seem more moderate and acceptable

- By making a 2nd, more moderate, request the requester appears to have made a concession, which makes other person feel obligated to make a reciprocal concession
Reciprocation

Door-in-the-Face Technique
County Youth Study:  
Cialdini et al. (1975)

Independent variable: Request

Experimental group:

"Would you be willing to serve as unpaid counselors to juvenile delinquents 2 hrs./wk for 2 years?" (inflated request)

"No? Ok, would you be willing to serve as unpaid chaperons for juvenile delinquents on a day trip to the zoo?" (concession)

Control group: Asked....

"Would you be willing to serve as unpaid chaperons for juvenile delinquents on a day trip to the zoo?"
County Youth Study

% agreeing to go to zoo

Control Group  Experimental Group
Door-in-the-Face Technique

Factors that reduce its effectiveness:

- Initial request too extreme

- Request for selfish purposes

- Delay between 1st and 2nd request
That’s Not All Technique

Two step strategy:
1. Inflated request
2. Offer discount or bonus
Cupcake Sale: Burger (1986)

3 Conditions:

That’s Not All:

• Cost per cupcake $1.25, then reduced to $1.00

Bargain:

• Cost per cupcake $1.00, had been $1.25

Control:

• Cost per cupcake $1.00
Cupcake Sale

That's Not All Bargain Control

% who bought a cupcake

- That's Not All
- Bargain
- Control
Concession

Responsibility

Satisfaction