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.

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**Repayment**

<table>
<thead>
<tr>
<th>Donations without gift</th>
<th>Donations with gift</th>
</tr>
</thead>
<tbody>
<tr>
<td>18%</td>
<td>35%</td>
</tr>
</tbody>
</table>

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cp
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?"

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**County Youth Study**

![Bar chart showing percentage agreeing to go to zoo](chart.png)

Control Group | Experimental Group
---|---
0% | 60%
10% | 50%
20% | 40%
30% | 30%
40% | 20%
50% | 10%
60% | 0%
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

% who bought a cupcake

<table>
<thead>
<tr>
<th>Condition</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>That’s Not All</td>
<td>60%</td>
</tr>
<tr>
<td>Bargain</td>
<td>30%</td>
</tr>
<tr>
<td>Control</td>
<td>10%</td>
</tr>
</tbody>
</table>

Graph: Cupcake Sale

Legend: 0% 10% 20% 30% 40% 50% 60%

That’s Not All Bargain Control
Concession

Responsibility

Satisfaction