Liking

People prefer to comply with requests made by individuals who they like

Factors that Influence Effectiveness of Liking

1. Physical attractiveness
Why Attractiveness Works

Halo Effect:
One very positive trait possessed by a person influences the total judgment of that person.
Attainess is one such very positive trait

Devil Effect:
One very negative trait possessed by a person influences the total judgment of that person.

Attractiveness
Kulka & Kessler (1979)

Attractive victim - Unattractive Defendant
$10,051

Unattractive victim - Attractive Defendant
$5,623
**Attractiveness**
Stewart (1980)

1. Evaluated attractiveness of 74 male defendants prior to trial
2. Followed the defendants to find out their trial outcomes

*Result:* Unattractive defendants were 2 times more likely to get a jail sentence than attractive defendants

**Attractiveness**
Kurtzburg, Safar, & Cavior (1968)

- Jail Inmates: All with facial disfigurements
  - Got plastic surgery
  - Did not get plastic surgery
  - Also received rehabilitation services
  - Did not receive rehabilitation services

*Results:* Inmates who had the plastic surgery were significantly LESS likely to return to jail regardless of whether they had counseling or not
Factors that Influence Effectiveness of Liking

1. Physical attractiveness
2. Similarity
3. Praise
4. Familiarity
Familiarity
Mita, Dermer, & Knight (1977)

A person is more familiar with mirror image

Person's friends more familiar with the person's true image

Factors that Influence Effectiveness of Liking

1. Physical attractiveness
2. Similarity
3. Praise
4. Familiarity
5. Mere association