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 | Donations with gift
---|---
18% | 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

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/week for 2 years?" (inflated request)
"No? Ok, would you be willing to serve as unpaid chaperones for juvenile delinquents on a day trip to the zoo?" (concession)

Control group: Asked...
"Would you be willing to serve as unpaid chaperones for juvenile delinquents on a day trip to the zoo?"

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

Concession

Responsibility
Satisfaction