Liking

People prefer to comply with requests made by individuals 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.
Attractiveness 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 counseling services
Did not receive rehabilitation counseling 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