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

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

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 counselor to juvenile delinquents 2 hrs./wk for 2 years?" (inflated request)

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

Control group: Asked....

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

- 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

**Concession**

- Responsibility
- Satisfaction