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.

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: Kurtzburg, Safar, & Cavior (1968)
- Inmates who had the plastic surgery were significantly LESS likely to return to jail regardless of whether they had counseling or not

Attractiveness: Stewart (1980)
1. Evaluated attractiveness of 74 male defendants prior to trial
2. Followed the defendants to find out their trial outcomes

Results:
Unattractive defendants were 2 times more likely to get a jail sentence than attractive defendants
Attractiveness

More likely to be helped
More persuasive
 Liked more

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1. Physical attractiveness
2. Similarity
3. Praise

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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

Mita, Dermer, & Knight (1977)

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