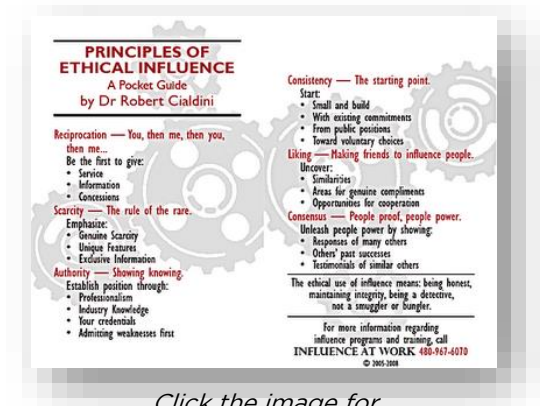


<http://controltheweb.blogspot.com/2009/04/principles-of-ethical-influence-by-dr.html>

PRINCIPLES OF ETHICAL INFLUENCE, BY DR. ROBERT CIALDINI

THURSDAY, APRIL 30, 2009

I'm always trying to promote the principles of ethical influence (by [Dr. Robert Cialdini](#)) to people, and I've recently discovered he makes them available in pocket guide form on his website, along with all his terrific books and other materials.



Click the image for more information.

The principles are:

Reciprocation

You, then me, then you, then me.

Scarcity

The rule of the rare.

Authority

Showing knowing.

Consistency

The starting point.

Liking

Making friends to influence people.

Consensus

People proof, people power.

The ethical use of influence means:

- Being honest;
- Maintaining integrity;
- Being a detective, not a smuggler or bungler.



From Gerard Kroese's review of an *article (reprint available for download)* by Cialdini:

Cialdini believes that five decades of research by behavioral scientists shows that persuasion is governed by six fundamental principles that can be taught, learned, and applied. Each principle is named, linked to an application and discussed:

1) The principle of Liking

People like those who like them, whereby two compelling factors reliably increase liking: similarity and praise.

2) The principle of Reciprocity

People repay in kind, whereby the application is "give what you want to receive."

3) The principle of Social Proof

People follow the lead of similar others. "Stated simply, influence is often best exerted horizontally rather than vertically."

4) The principle of Consistency

People align with their commitments. The author's research "has demonstrated that most people, once they take a stand or go on record in favor of a position, prefer to stick to it."

5) The principle of Authority

People defer to experts. "The task for managers who want to establish their claims to expertise is somewhat more difficult. ... A little subtlety is called for."

6) The principle of Scarcity

People want more of what they can have less of. "Study after study shows that items and opportunities are seen to be more valuable as they become less available. That's a tremendously useful piece of information for managers."

These 6 principles of persuasion are not new and have been known within the psychology field for around 10-20 years. However, in the form provided by Cialdini they are easy to grasp and understand.