Principles of Influence

What is the principle of social proof in influence? * 1 point

○ A) People are more likely to comply with requests if they feel they owe something in return

○ B) People are more likely to comply with requests if they perceive the requester to have authority

○ C) People are more likely to comply with requests if they perceive scarcity

○ D) People are more likely to comply with requests if they see others doing the same

Which of the following are potential benefits of using the principle of liking * 1 point
to influence others? (Select all that apply)

☐ A) It can build rapport and strengthen relationships

☐ B) It can create a sense of urgency that leads to action

☐ C) It can increase the perceived value of a product or idea

☐ D) It can enhance credibility and trustworthiness

☐ E) It can foster positive emotions and attitudes towards the influencer

What is the principle of authority in influence? *   1 point

○ A) People are more likely to comply with requests from people they like or admire

○ B) People are more likely to comply with requests if they feel they owe something in return

○ C) People are more likely to comply with requests if they perceive scarcity

○ D) People are more likely to comply with requests if they perceive the requester to have authority

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Which of the following are principles of influence according to Robert Cialdini? (Select all that apply) * 1 point

- [ ] A) Authority
- [ ] B) Scarcity
- [ ] C) Humor
- [ ] D) Social proof
- [ ] E) Unity

What is the principle of reciprocity in influence? * 1 point

- ○ A) People tend to comply with requests from people they like or admire
- ○ B) People are more likely to comply with requests if they feel they owe something in return
- ○ C) People are more likely to comply with requests if they perceive the requester to have authority
- ○ D) People are more likely to comply with requests if they perceive scarcity

Which of the following are ways that the principle of social proof can be used to influence people's behavior? (Select all that apply)   * 1 point

- [ ] A) By using testimonials or endorsements from trusted sources
- [ ] B) By presenting statistics or data to support a claim
- [ ] C) By creating a sense of urgency or scarcity
- [ ] D) By demonstrating popularity or social acceptance of a product or idea
- [ ] E) By appealing to people's emotions or values

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