Watch an episode of the television show of your choice. The show should tell a story about people in relationships with one another. It should not be sports or documentary content. Mark an "x" each time you observe one of the Marwell & Schmitt's compliance-gaining strategies during the episode. When the episode is over, record the total for each one and answer all three questions at the end of this activity sheet.

Example: xxx xxx xxx x
10

Show: Name of Show

Promise:

Threat:

Expertise (positive outcome):

Expertise (negative outcome):

Liking:

Pre-giving:

Punishment (aversive stimulation):

Debt:

Morality:

Esteem (positive):

Esteem (negative):

Altercasting (positive):

Altercasting (negative):

Altruism:

Self-feeling (positive):

Self-feeling (negative):

Which tactic was the most common?
Your response

Why do you think it was the most common tactic in this episode?
Your response

Write out the best example of this tactic from the episode below: