1. **Go to the website: https://www.influenceatwork.com/principles-of-persuasion/**

**and watch the video about 6 principles of persuasion or read the transcript.**

1. **Open the following link https://www.youtube.com/watch?v=OwN3J1VytH4**

**and watch Netherlands TV interview with Robert Cialdini.**

**If the link doesn’t open, use Google to search for Netherlands TV interview with Robert Cialdini.**

**Name 3 principles of persuasion that he mentions in the interview and give examples**

**of how they were used in practice.**

|  |  |  |
| --- | --- | --- |
|  | **Principle of persuasion** | **Example** |
|  |  |  |
|  |  |  |
|  |  |  |

## Use the Internet or other sources to give two examples of each principle used in practice. (altogether 12 examples)

## Reciprocity

## Scarcity

## Authority

## Consistency

## Liking

## Consensus

## Email this homework to your teacher.