

The Psychology of Persuasion – Warmer/Answers

Warm-Up Ideas

1

Begin by dividing the students into pairs. Provide each pair with a set of statements about different situations where they might need to persuade someone (e.g., convincing a friend to join a club, persuading a parent for a later curfew). Ask them to discuss which principles of persuasion they think would be most effective in each situation and why. After 5 minutes, have a few pairs share their thoughts with the class.

2

Show students a series of advertisements (either printed or projected) and ask them to identify examples of the six principles of persuasion discussed in the text. They should work individually or in groups to analyse the ads and list which principles they see in action. After 7 minutes, facilitate a class discussion to gather their findings.

3

Present the students with a short role-play scenario where one student tries to persuade another to do something, such as joining a sports team. Instruct them to incorporate at least two of the principles of persuasion discussed in the text. Allow 10 minutes for preparation and performance, then discuss which principles they found most effective in each role play.

Multiple Choice - Answers

1

b

2

c

3

b

4

d

5

C

Comprehension Questions - Answers

1

Robert Cialdini is the author of the book "Influence: The Psychology of Persuasion".

2

There are six main principles of persuasion mentioned in the text.

3

The first principle of persuasion is "Reciprocity", which means that when someone does something nice for us, we feel like we should do something nice for them in return.

4

Businesses use the second principle of persuasion by asking customers to make small commitments, leading to bigger commitments.

5

The third principle of persuasion is called "Social Proof", where people tend to do what others are doing based on the belief that it must be the right thing to do.

6

Individuals can use the fourth principle of persuasion by being friendly and kind to others to increase likability and influence.

7

The fifth principle of persuasion is "Authority", where people are more likely to follow advice from experts or those in positions of authority.