

The Psychology of Persuasion

Multiple Choice Questions

1

What is the name of the book that explains how people can be persuaded or influenced?

a

The Psychology of Persuasion

b

Influence: The Psychology of Persuasion

c

Principles of Persuasion

d

The Art of Persuasion

2

According to the text, which principle suggests that people tend to do what others are doing?

a

Reciprocity

b

Commitment and Consistency

c

Social Proof

d

Liking

3

Which principle suggests that people are more likely to follow the advice or instructions of someone who is an expert or in a position of authority?

a

Reciprocity

b

Authority

c

Scarcity

d

Liking

4

Which principle explains that when someone does something nice for us, we feel like we should do something nice for them in return?

a

Commitment and Consistency

b

Social Proof

c

Liking

d

Reciprocity

5

What does the principle of "Commitment and Consistency" suggest?

a

People tend to do what others are doing.

b

People are more likely to be influenced by someone they like.

c

People like to be consistent with their actions and words.

d

People are more likely to follow the advice or instructions of an expert.

Comprehension Questions

1

Who is the author of the book "Influence: The Psychology of Persuasion"?

2

How many main principles of persuasion are mentioned in the text?

3

What is the first principle of persuasion discussed in the text and how does it work?

4

How do businesses use the second principle of persuasion to influence customers?

5

What is the third principle of persuasion called, and how is it explained in the text?

6

How can individuals use the fourth principle of persuasion in their own lives according to the text?

7

What is the fifth principle of persuasion and how do businesses apply it to influence customers?

Discussion Questions

1

How do you feel when someone does something nice for you?

2

Do you like to help others? Why or why not?

3

Have you ever made a promise to yourself? Did you keep it?

4

What is something small you can commit to doing every day?

5

Do you follow what your friends do? Can you give an example?

6

Who is someone you really like? Why do you like them?

7

Do you trust people who are friendly?

8

Have you ever listened to advice from someone you think is an expert?

9

What makes you want to say yes to someone?

10

How do you feel when many people like the same thing as you?