

Images

Figure 0.1 Steps in METHODS Process

Before the Request	Step 1: M old Their Perception
	Step 2: E licit Congruent Attitudes
	Step 3: T rigger Social Pressure
	Step 4: H abituate Your Message
During the Request	Step 5: O ptimize Your Message
	Step 6: D rive Their Momentum
After the Request	Step 7: S ustain Their Compliance

Table 1.1 Priming Effects on Behavior

Mindset	Prime	Outcome	Source
Politeness	Exposure to words about politeness (e.g., <i>respect, honor, considerate</i>)	People waited longer before interrupting an experimenter	Bargh, Chen, & Burrows, 1996
Friendship	A questionnaire about a friend	People were more likely to help in a follow-up research study	Fitzsimons & Bargh, 2003
Intellect	People were asked to write a short essay about college professors	People answered more questions correctly in Trivial Pursuit	Dijksterhuis & van Knippenberg, 1998
Cleanliness	The smell of a citrus-scented all-purpose cleaner	People kept their desks cleaner after eating food	Hollandm Hendriks, & Aarts, 2005
Guilt	Exposure to words about guilt (e.g., <i>guilty, remorse, sin</i>)	People were more likely to purchase candy	Goldsmith, Kim Cho, & Dhar, 2012

Figure 2.1 *Ebbinghaus Illusion*

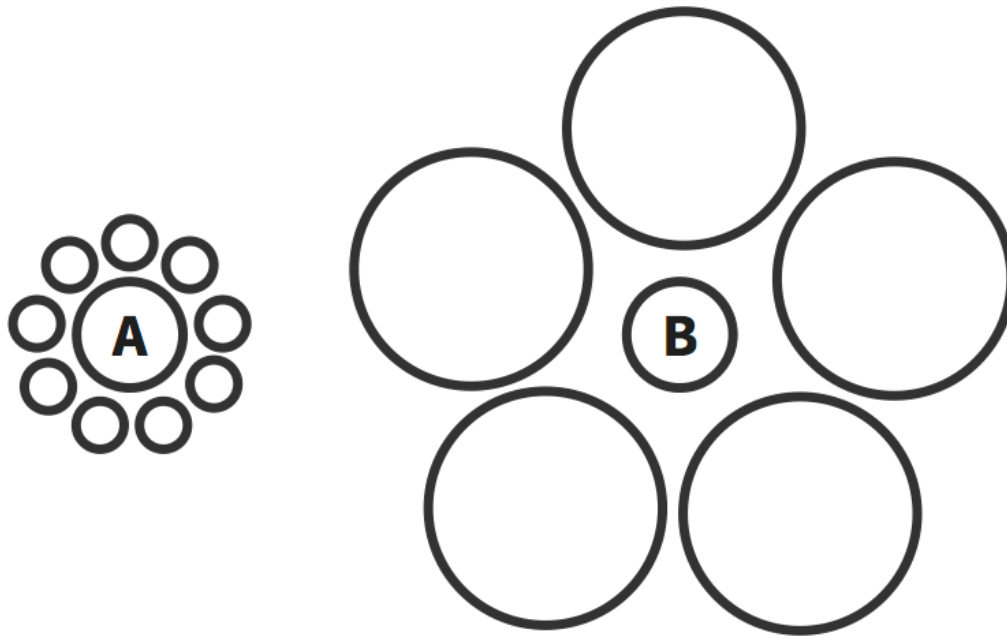


Figure 6.1 *Conformity Study by Asch (1951)*

