



Activity 3a Answers

Task Answers

1. **How could the social validation principle be used to persuade young people to reduce the amount of alcohol they are drinking?**

Answer: The principle of social validation suggests that people tend to do what others are doing. Therefore, in order to persuade young people to reduce the amount of alcohol they drink, they should be informed that most of their peers do not drink alcohol and that those who do only have a little bit at a time. They could also be told that binge drinking is not as popular as it used to be, and some statistics to support these claims should also be included (e.g. 80% of people aged 15-18 drink no more than a glass of wine per week). These claims could then be converted into a public awareness campaign to reach a larger audience, but posters around schools could also be a good idea.

2. **Next time you are watching TV, focus on the adverts and try to work out which persuasion techniques they are using. A beautiful model in a shampoo advert? A person 'just like you' advertising a product which might appeal to you? See if you can spot all 6 techniques!**

Answer: this will depend on the adverts that will be played on TV.

Activity 3b Answers

Task Answers

1. **What do psychologists mean by the word 'reciprocity'?**

Answer: a strong psychological urge to return the favour, when someone does something for us.

2. **Which businesses might particularly benefit from using the reciprocity principle?**

Answer: Surveys and data collection businesses (in return for a short guide, a discount code, or something similar people are willing to share their personal data). Any subscription-based services might also benefit from giving users a one-month free trial (Netflix, spotify, youtube premium).

Activity 3b Answers

3. Watch this clip on reciprocity <https://www.youtube.com/watch?v=n1zNwA61Y7g>
Do you have any negotiations coming up? Maybe you're planning to ask your parents whether you can host a party at their house, or maybe you need your friends to help you on a big project? Write down a short description of how you might use reciprocity the next time you need to persuade someone to agree with your request.

Answer: You might decide to do someone a small favour first (maybe even without being asked!), before asking for a favour yourself. You might clean the house and do the dishes, before asking your mum for permission to host a party, or you might help your friends get home after school, before asking them to help you on a project.