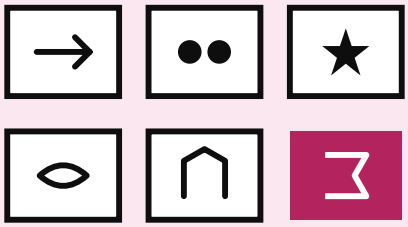
Model

Principles of influence

Six principles that explain why we accept requests almost without thinking: in those situations we follow shortcuts that usually serve us well.



In Spanish
Principios de la persuasión

Origin
Cialdini (1984)

What problem it addresses

It helps you understand, and recognize, why some messages and designs persuade us more than others.

Components

Reciprocity
We tend to return what we receive.

Commitment and consistency
We want to be consistent with what we already said or did.

Social proof
If many people do it, it seems right.

Liking
We say yes more easily to people we like.

Authority
We follow people who seem to be experts.

Scarcity
What is running out seems more valuable.

How it works

1 

Thinking every decision through is impossible: we use shortcuts.

2 

Certain signals trigger those shortcuts almost without thinking.

3 

Whoever knows them can help people decide... or manipulate them.

Applications in design

Use it like this

Rely on them so a useful message, like a health reminder, is understood and followed.

Avoid

Making up scarcity or social proof: “Only 2 left!” when it isn’t true.

Don’t fall for it

Faced with a rushed request, ask yourself whether you’d say yes without that pressure.

Connections

Used in

- Behavioral design

Related to

- Bandwagon effect
- Nudge and choice architecture
- Deceptive patterns (dark patterns)

Authors and works

1984	**Robert B. Cialdini**	Brought the six principles together from experiments and from observing salespeople, fundraisers and advertisers.

Sources

Original sources

- Cialdini, R. B. (1984). Influence: How and why people agree to things. William Morrow.

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