



## INFLUENCE — Discussion Worksheet 2

By Robert B. Cialdini | *Principles of Authority, Liking, and Scarcity*

### Chapter Summary — Principles 4–6

The second half of Cialdini's six principles explores how authority, personal connection, and perceived rarity shape our decisions. Together with the first three, they form a complete picture of how skilled persuaders — ethical or otherwise — move people to act.

### Key Takeaways — Principles 4–6

#### Authority

We defer to experts and credible figures — titles, uniforms, and credentials all trigger automatic compliance. The danger: we often respond to the symbols of authority rather than genuine expertise.

#### Liking

We are more easily persuaded by people we like. Similarity, physical attractiveness, familiarity, compliments, and association with good things all increase liking. Sales pros and politicians exploit this constantly.

#### Scarcity

Opportunities seem more valuable when their availability is limited. 'Limited time offer,' 'only 3 left in stock,' and exclusive access all trigger loss aversion — the fear of missing out (FOMO).

### Discussion Questions

Q1

Cialdini notes we often comply with authority based on symbols (a title, a uniform) rather than actual expertise. Can you recall a time you were influenced by the appearance of authority? What was the outcome?

Q2

The Liking principle shows that we buy from — and agree with — people we like. How does this affect hiring decisions, negotiations, or political choices? Is this a bias we can overcome?

Q3

Scarcity triggers loss aversion. How do digital platforms and e-commerce sites use scarcity tactics today? Have you ever made a purchase decision driven primarily by fear of missing out?

**Q4**

These principles can work against us as consumers and citizens. What personal strategies or habits have you developed — or could you develop — to defend against unwanted influence?

**Q5**

If you were designing a marketing campaign or leading a team, which principle would you choose to apply most prominently, and how would you use it responsibly?