

Background

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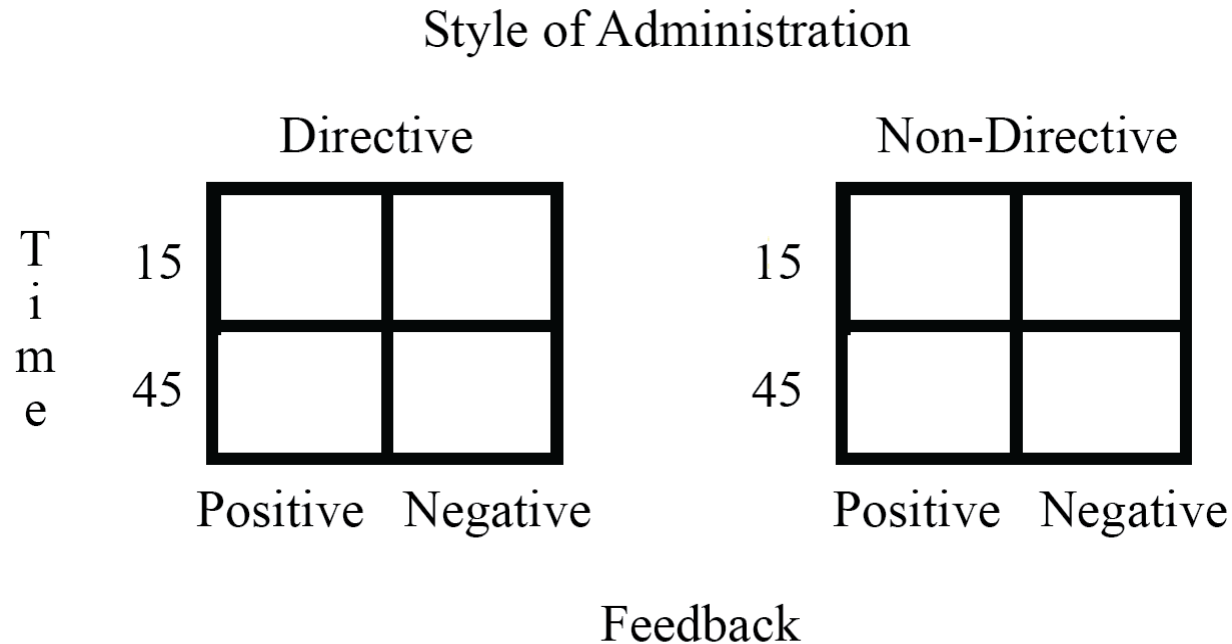


"Compliance Without Pressure: The Foot-in-the-Door Technique." (1966)

Compliance Defined

- The acquiescence to social factors without forceful commands of an authority figure
- Authority figure - an individual who tries to establish credibility and use it to influence others in a situation

2 x 2 x 2 Factorial Design



Feedback: Positive or Negative (Aronson, 2011)

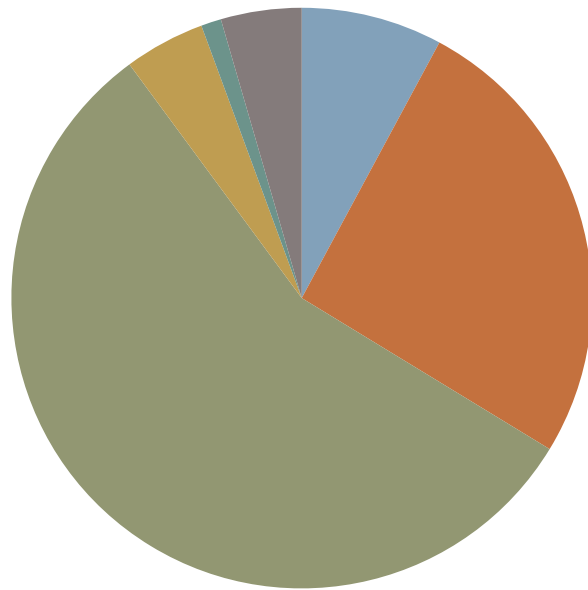
Style of Administration: Directive or Non-directive

Time: 15 or 45 seconds (Cialdini & Goldstein, 2004)

Hypothesis

- Main Effect :
 - Participants are more compliant with positive feedback than negative feedback
 - Participants are more compliant with the directive style of administration than the non-directive style of administration
 - Participants are more compliant with the short time constraint (15 seconds) than the longer time constraint (45 seconds)
- Overall, compliance will be generated with the combined effect of positive feedback, directive experimenter style and the short time trial

Participants



Ethnicity

- White
- Black
- Hispanic
- Asian/Pacific Islander
- Middle Eastern
- Other

- Ethnically diverse undergraduates at CSUDH (See graph)
- 17 males, 72 females
- Age range 18-55

Setting and Materials



- 2 Participants
- 1 Experimenter
- 1 Observer
- 2 Laptops
- 2 Mice
- Website: www.kwiksurveys.com

Procedure

- The study used a five trial technological task:
 - Find the green circle for successful completion
 - No chance of ever finding the green circle
- The first four trials (15 or 45 seconds)
- The final trial will last 5 minutes (300 seconds)
- As a consequence of experimental trials and 3 IVs participants subject to...
 - Foot-in-the-door technique (Freedman & Fraser, 1966)

Procedure

- The procedure used a five trial technological task:
 - Find the green circle for successful completion
- The first four trials (15 or 45 seconds)
- The final “compliance trial” will last 5 minutes (300 seconds)
- Experimental trials and 3 IVs, participants subject to Foot-in-the-door technique

(Freedman & Fraser, 1966)

Dependent Measures

Measured by Observation:

- Trial abandonment or any deviations
 - i.e.) Hand Lifts, Skipped Trials
- Time stopped during trial 1-4
- Time spent on the Compliance Trial (5 minutes)
 - More time, more compliant

Self Report:

- Perception Check
- Manipulation Check

Results: MANOVA The First Four Trials

Table 1. MANOVA and ANOVA P values for Feedback x Time x Administration Style

Factors	MANOVA		ANOVA		
	F value	P value	Trial 2	Trial 3	Trial 4
Feedback (A)	0.215	0.886	0.606	0.491	0.441
Time (B)	3.478	0.020*	0.021*	0.002*	0.041*
Experimenter Style (C)	2.375	0.076	0.079	0.203	0.015*
(A) x (B) x (C)	1.452	0.234	0.287	0.097	0.049*

*Significant difference at $P < .05$.

Results: 3-way ANOVA The Fifth Trial

Table 2. Results of 3-Way ANOVA for Trial Five

Factors	Sum of Squares	<i>df</i>	Mean Square	F value	P value
Feedback (A)	11792.303	1	11792.303	1.169	0.283
Time (B)	2201.043	1	2201.043	0.218	0.642
Administrator Style (C)	178902.73	1	178902.729	17.732	0.000*
(A) x (B) x (C)	58163.2	1	58163.2	5.765	0.019*
Error	817226.11	81	10089.211		

*Significant difference at $P < .05$.

Factor Means for Compliance Trial

Table 3 Means for Experimental Style, Feedback, & Time in the Fifth Trial

Factors		Mean	SD	In Minutes
Feedback	Positive	215.15	15.17	3:35*
	Negative	192.10	14.98	3:12
Time	15 seconds	198.64	14.82	3:18
	45 seconds	208.61	15.33	3:28*
Experimenter Style	Directive	248.53	14.98	4:09*
	Non-Directive	158.72	15.17	2:38

Multi-Factor Means for Compliance Trial

*Table 4 Means for Experimental Style*Feedback*Time in the Fifth Trial*

Feedback	Time	Experimenter Style	Mean	SD	In Minutes
Positive	15 seconds	Directive	282.92	28.10	4:42*
		Non-Directive	99.73	30.29	1:39
	45 seconds	Directive	253.36	30.29	4:13
		Non-Directive	224.60	31.76	3:44
Negative	15 seconds	Directive	230.18	30.29	3:50
		Non-Directive	181.75	28.10	3:01
	45 seconds	Directive	227.64	30.29	3:47
		Non-Directive	128.82	30.29	2:08

Discussion and Conclusion

- Hypotheses results
 - Correct: Feedback and Experimenter Style
 - Incorrect: Time
- First four trials
 - Time induced mindlessness
 - Three social factors
- Compliance trial
 - Experimenter style
 - Three social factors

Acknowledgements

- Steven Frieze, Mentor, Psychology Department
- LaTarah Williams
- Jennifer Diaz
- Sandra Garcia
- Dawnise Murphy
- Ebony Chappell

Thank you for your hard work and dedication