

Name:
Date:

"The Science of Persuasion" - Video Notes

6 General Principles of Persuasion

1. Reciprocity:

2. Scarcity:

3. Authority:

4. Consistency:

5. Liking:

6. Consensus:

-This video brings up the issue of being “ethical” while attempting to persuade people. What does this mean, and why is it important?

-How does this information about persuasion make you feel? Do you think you could be easily persuaded by some of the methods described in the video?