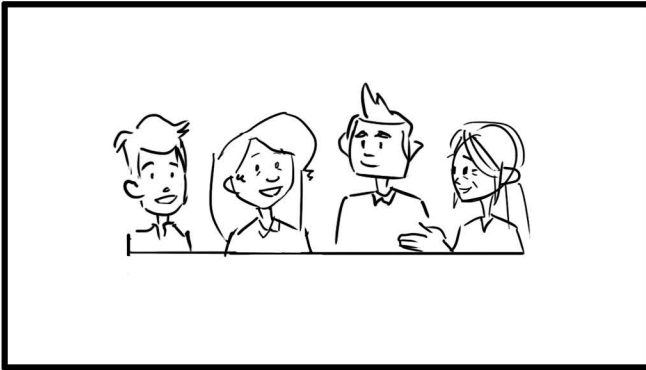




Sc 1

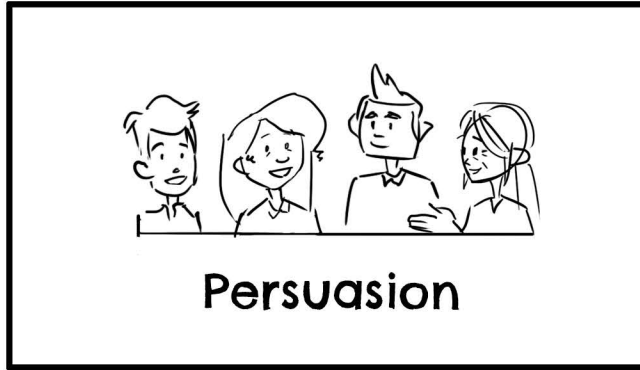
Panel 1



"Okay, one of the most exciting and fun things we get to talk about in this class is social psychology and

Sc 1

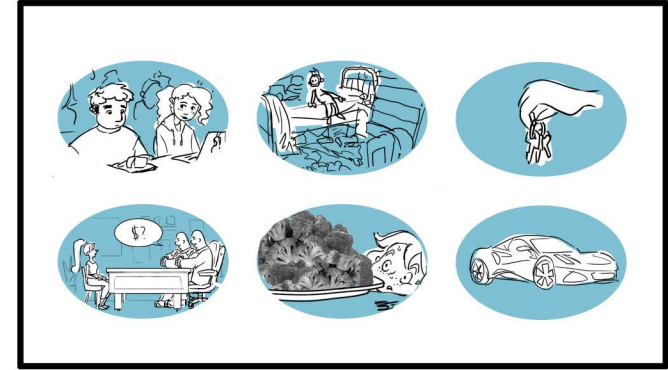
Panel 2



"the relation to persuasion."

Sc 1

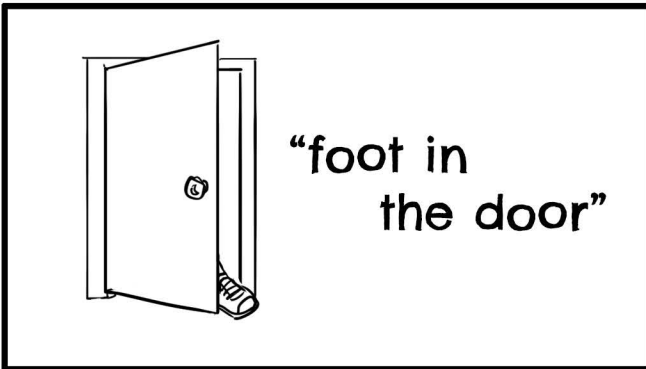
Panel 3



"And so I just want to give you a few little fun examples, both that apply to you maybe now, but also some things to think about for the future."

Sc 2

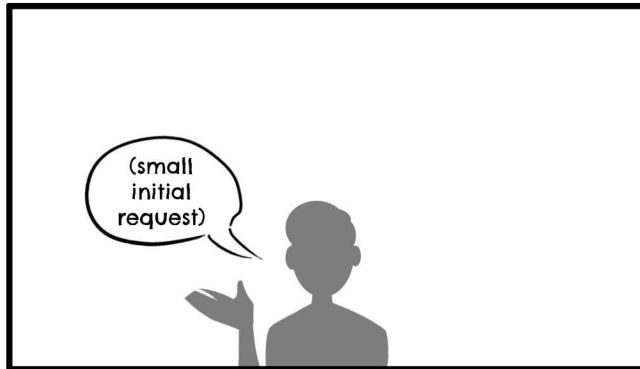
Panel 1



"So the first one is the foot in the door. You've probably used this before, even if you didn't realize you were using it."

Sc 2

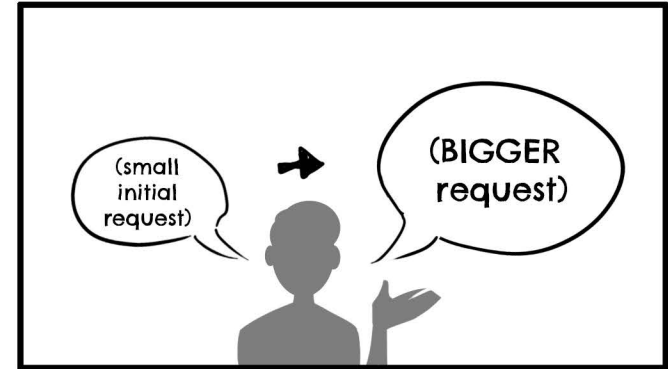
Panel 2



"This is where you start with a small initial request, and then after somebody agrees and helps, then you realize they're more likely to"

Sc 2

Panel 3



"help you with a bigger request later on."

Story Artist AS Ogden



Sc 3

Panel 1

Example 1:
Asking Someone Out

"So here's a few examples."

Sc 3

Panel 2



"Maybe you ask someone to come study for an exam with you. And really you think that they're pretty good looking and you want to go on a date with them, but maybe you think, first thing, maybe I should get to know them a little bit and build up some courage."

Sc 3

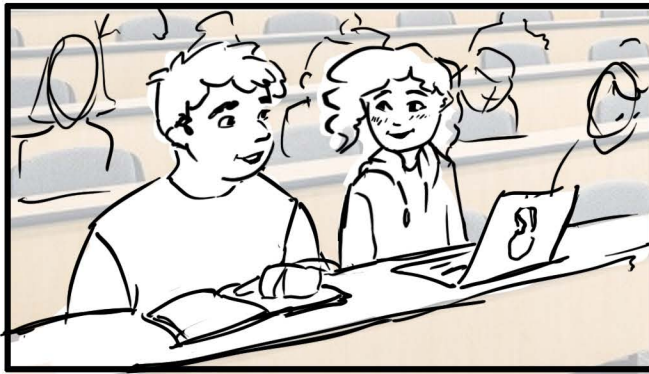
Panel 3



"So you say hey, would you come study? I see you're in this class with me."

Sc 3

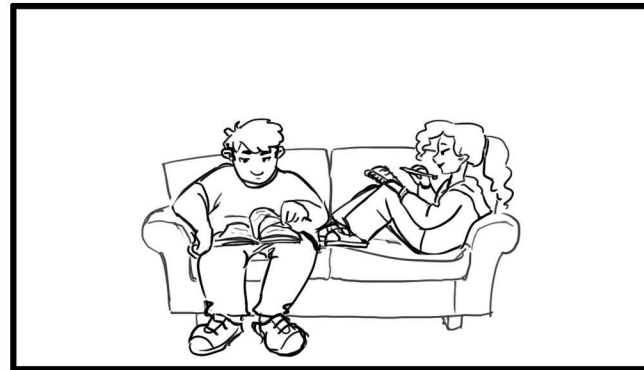
Panel 4



"And the person says yes, I'd be happy to do that."

Sc 3

Panel 5



"And then after, they've already gotten to know you a little bit,"

Sc 3

Panel 6

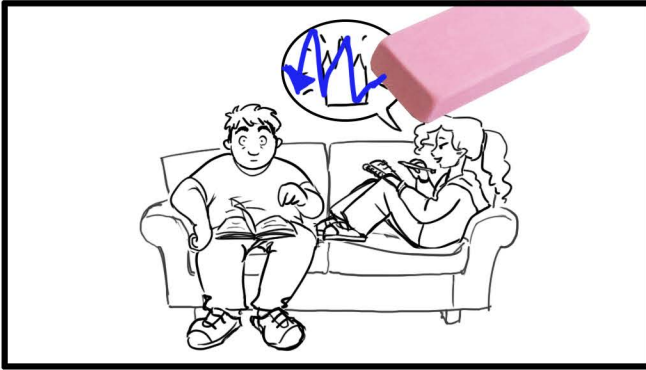


"Then you ask them for something bigger like hey let's go on a date to the temple."

Story Artist AS Ogden



Sc 3 Panel 7



"Just kidding."

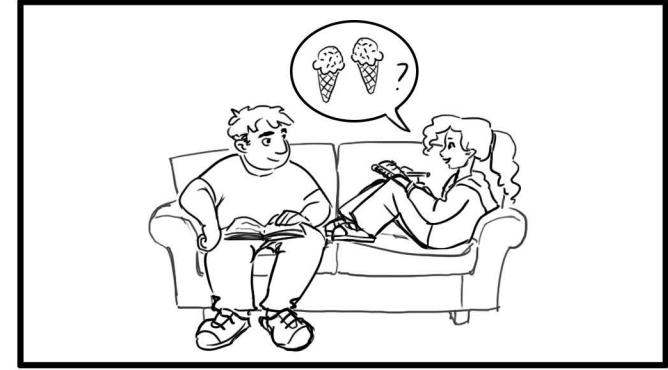
(zig zag the eraser back and forth and mask away the temple so it looks like it's being erased)

Sc 3 Panel 8



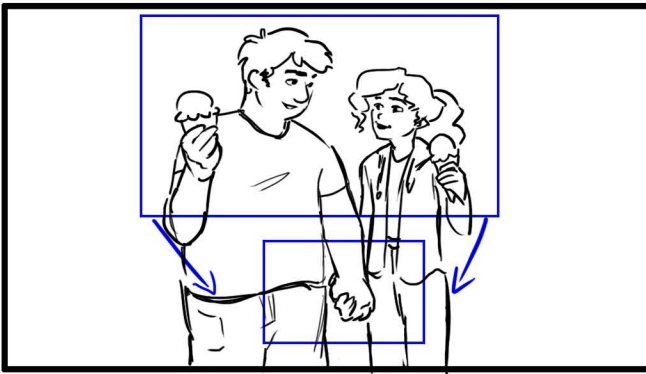
"Don't do that."

Sc 3 Panel 9



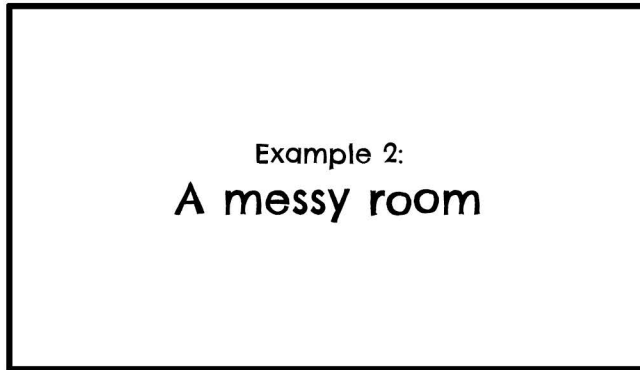
But you go on a date with them

Sc 3 Panel 10



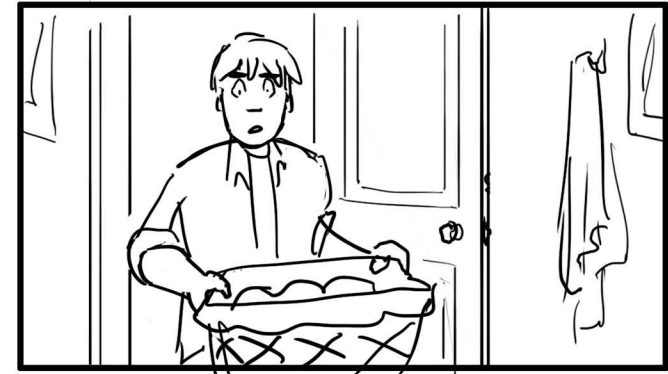
"And eventually you get to know them better and better, right? So I want you to think ahead."

Sc 4 Panel 1



"Someday, when you're a parent, there might be a couple scenarios that could happen with the foot in the door."

Sc 4 Panel 2



"So from a parenting perspective, let's say that you have a child that's just not putting away their stuff."

Story Artist AS Ogden



Sc 4 Panel 3



"Their room is a pigsty."

Sc 4 Panel 4



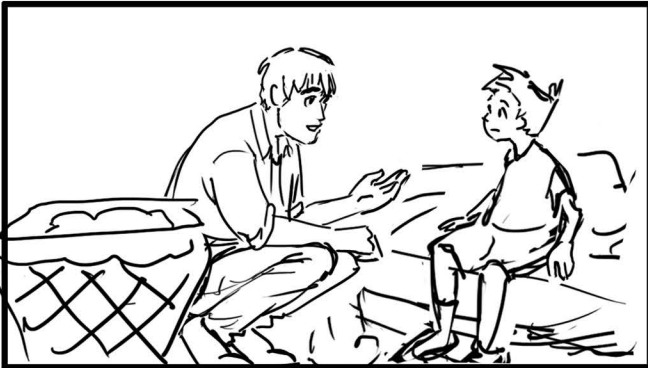
"So you realize if you ask them to clean everything,"

Sc 4 Panel 5



"It's going to be pretty overwhelming. So you start with something small."

Sc 4 Panel 6



"You say, hey, we just did your laundry. Would you be willing to hang up your shirts on the hanger so that they don't get all wrinkled?"

Sc 4 Panel 7



"Your child is frustrated,"

Sc 4 Panel 8



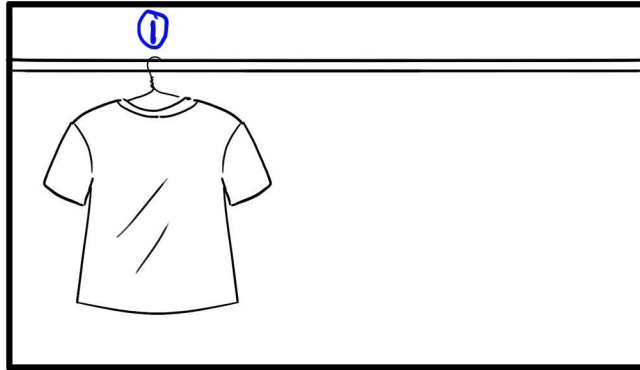
"But they decide,"

Sc 4 Panel 9



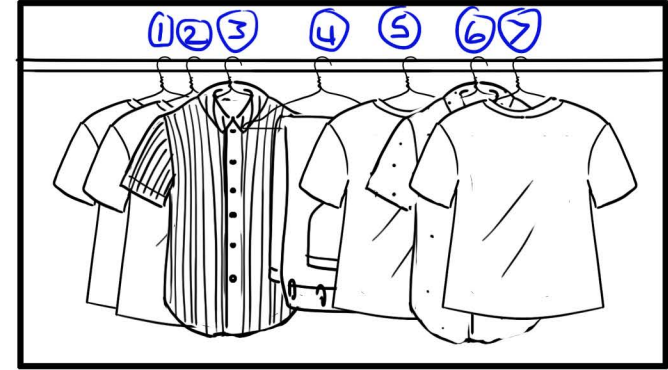
"Okay, I'll do it."

Sc 5 Panel 1



"It's not that big of a request after all."

Sc 5 Panel 2



"So they hang up their shirts and then you tell them thank you."

(Have each hanger/clothes thing appear one at a time from left to right in quick succession)

Sc 5 Panel 3



"And then the next day when they get home from school, you say, hey, thank you for doing your shirts. You did just such a good job."

Sc 5 Panel 4



"Would you be willing to clean your room by this weekend?"

Sc 5 Panel 5



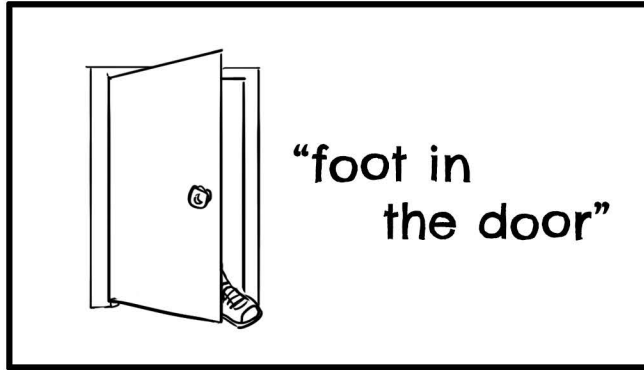
"That's a lot bigger request."

Sc 5 Panel 6



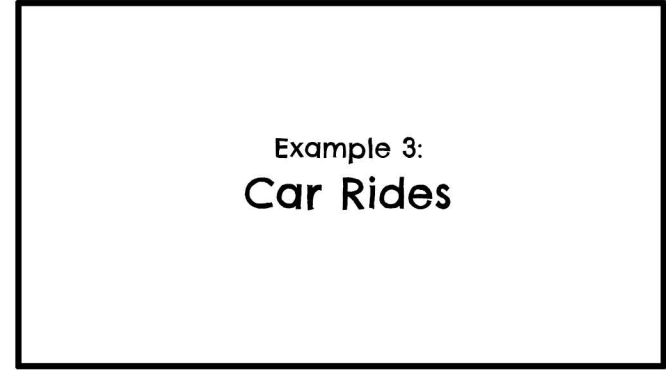
"But maybe because they've already done something for you, maybe they're more willing to do that, right?"

Sc 5 Panel 7



"So starting small and then working your way up, again, this is the foot in the door."

Sc 6 Panel 1



"But on the flip side, let's say that your kids want to use this for you."

Sc 6 Panel 2



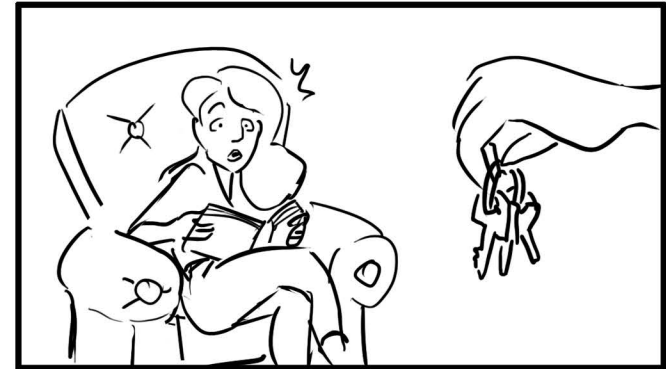
"And so your 16-year-old comes to you and says, mom can I have a ride to the dance? I'm going on a date this weekend and I would like a ride."

Sc 6 Panel 3



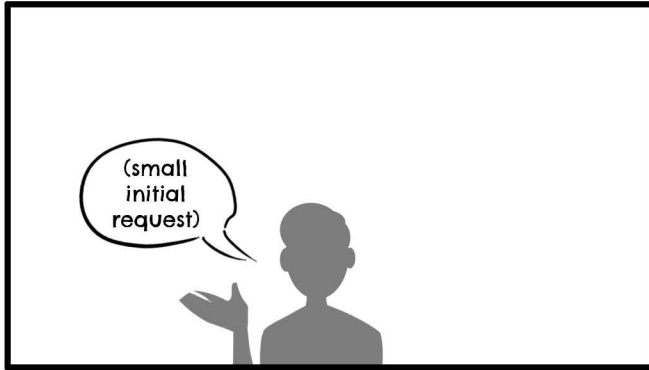
"So you say yes. And then maybe the next week they want to go on another date, and so they say,"

Sc 6 Panel 4



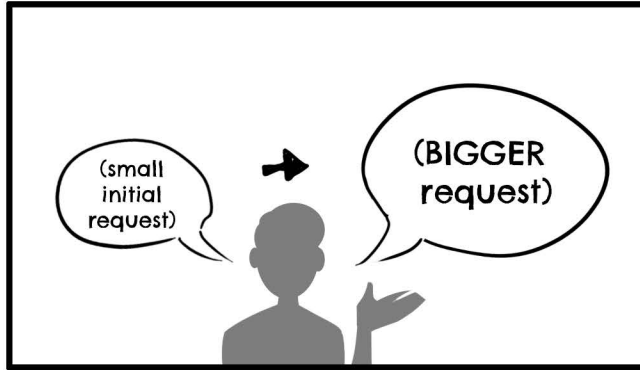
"Instead of asking you for a ride, they say, hey, would you be willing to let me borrow the car, right?"

Sc 7 Panel 1



"So you start out small"

Sc 7 Panel 2



"and then you increase it."

Sc 7 Panel 3



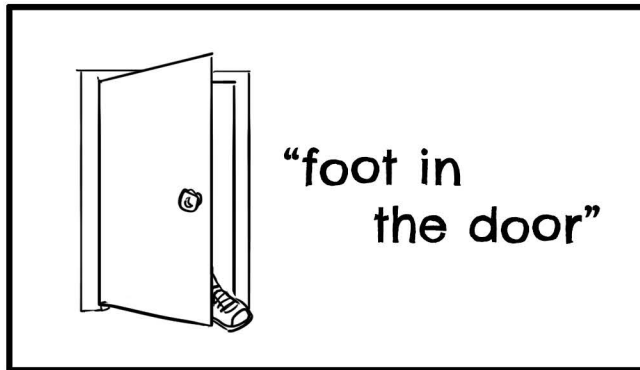
"I remember this when I was in school, having people say, could you give me a ride to the store? And then sometimes they would eventually say,"

Sc 7 Panel 4



"Can I just borrow your car?"

Sc 7 Panel 5



"foot in the door"

"Yeah, you might just start small and then work your way up, right? You never know. Ok so"

Sc 8 Panel 1



"door in the face"

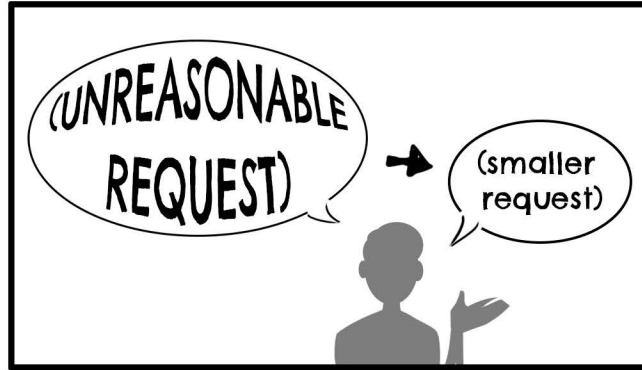
"compare that to the door in the face approach."

Sc 8 Panel 2



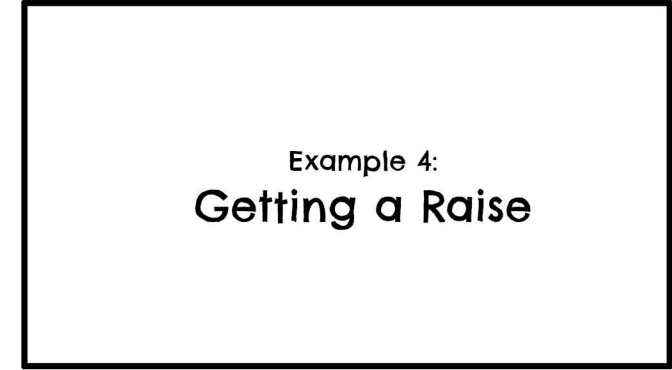
"This is the opposite, where you start with a large, often unreasonable request, and when you make it, you know it's going to be rejected. It's just too much to demand. So you ask, they say no,"

Sc 8 Panel 3



"And then you immediately follow up with a smaller, more reasonable request that was your actual goal all along."

Sc 9 Panel 1



"So I share this story about my wife."

Sc 9 Panel 2



"When she was working at a dental office years ago, her bosses told her, she worked for identical twin brothers, and they told her, hey, tomorrow when you come in, we want to have a talk with you about your performance"

Sc 9 Panel 3



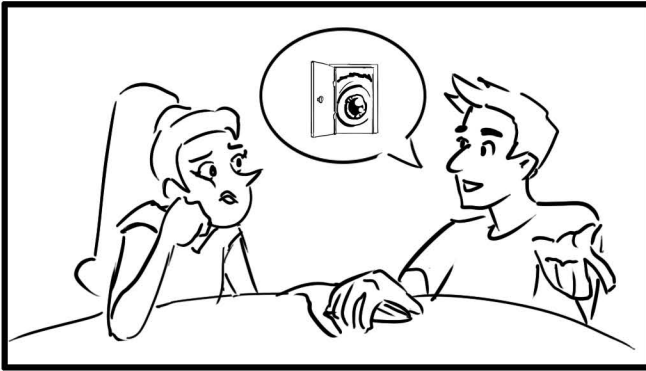
"and we'll talk a little bit about a raise. She had been there for quite a while and hadn't had a raise yet."

Sc 9 Panel 4



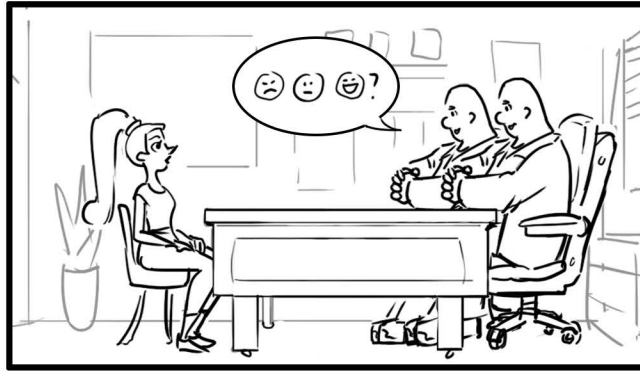
"And so she came home, and she's one that tends to worry about things like this. She didn't know what to say or how to ask."

Sc 9 Panel 5



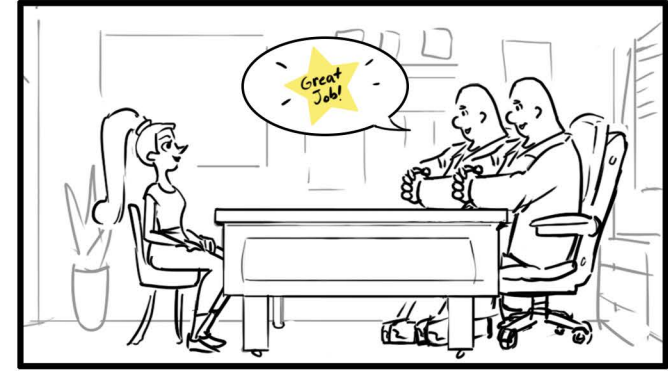
"And I had this idea to have her do the door in the face approach. So I told her what to do and she went in. She was really reluctant to do it, but she went in and tried it."

Sc 10 Panel 1



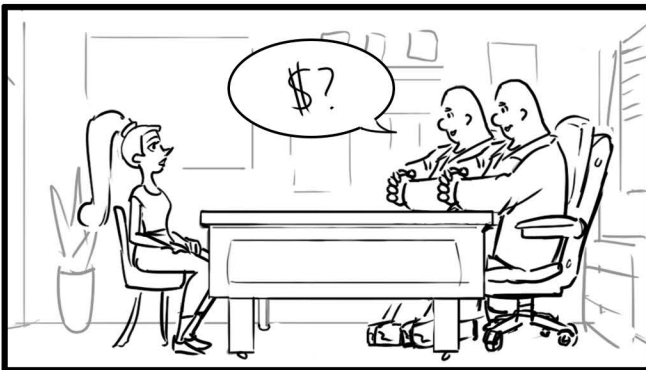
"So she went in and they asked her how she was feeling about things"

Sc 10 Panel 2



"told her she'd been doing a great job."

Sc 10 Panel 3



"They really wanted to give her a raise and said, how much are you thinking?"

Sc 10 Panel 4



"And when I had talked to her, she said maybe a dollar an hour, I don't know"

Sc 10 Panel 5

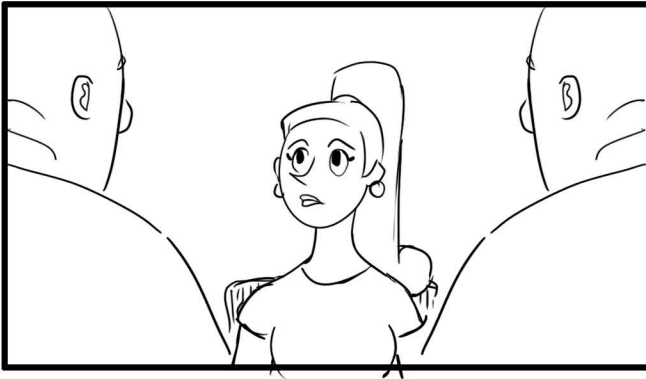


"So I said, ask for more."



Sc 10

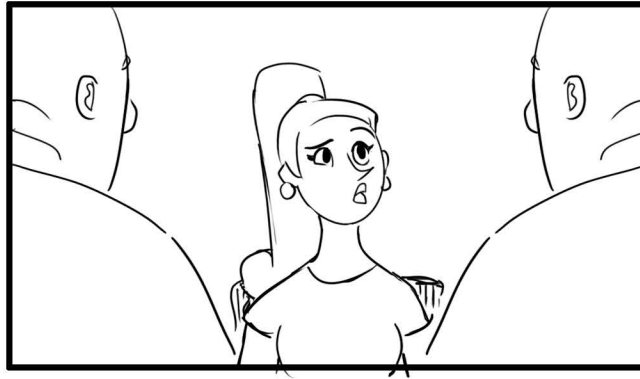
Panel 6



"So she said, when she got home"

Sc 10

Panel 7



"that when they brought this up, she said"

Sc 10

Panel 8



"I would like a \$10 raise. And exactly happened what I expected. They sat back in their chairs and had a shocked look and"

Sc 10

Panel 9



"And looked at each other for a second. And before they could say anything, they were just kind of trying to think of what to say. Before they could even respond,"

Sc 10

Panel 10



"She said, I'm just kidding."

Sc 10

Panel 11



"I was thinking about maybe 5."

Story Artist AS Oden

Sc 10

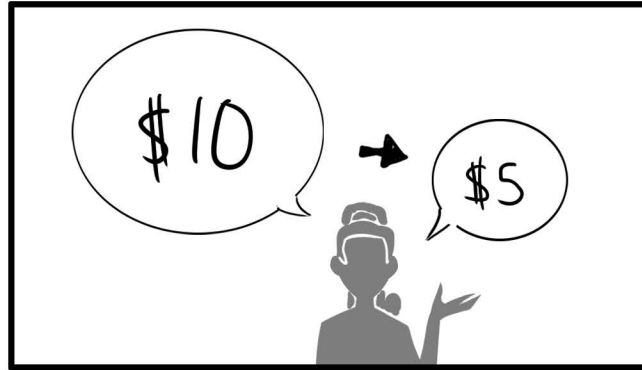
Panel 12



"And they said, we can do 5. Immediately, they agreed to 5. That was way more than what she was going to ask for, right?"

Sc 10

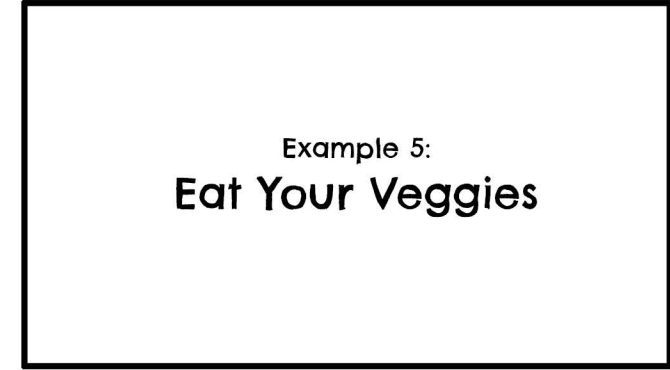
Panel 13



"But because she asked something so unreasonable at first, 5 sounded like a good accomodation, right? At least we're not doing 10. 5 is much better than that. But for her, that was way more than she thought she was going to get. And it worked really well."

Sc 11

Panel 1



"So now let's think of in the future, when you're a parent, let's say you have a child that just will not eat their vegetables,"

Sc 11

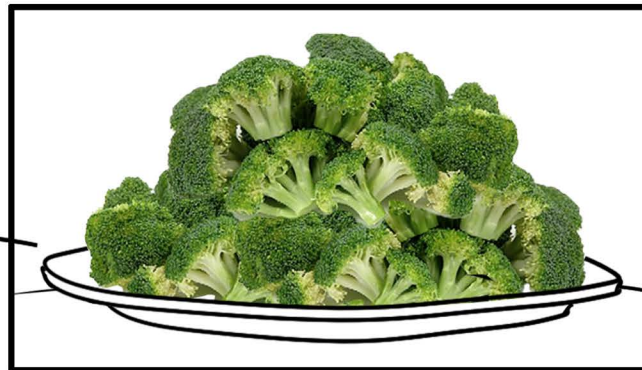
Panel 2



"and you really want your child to try broccoli."

Sc 11

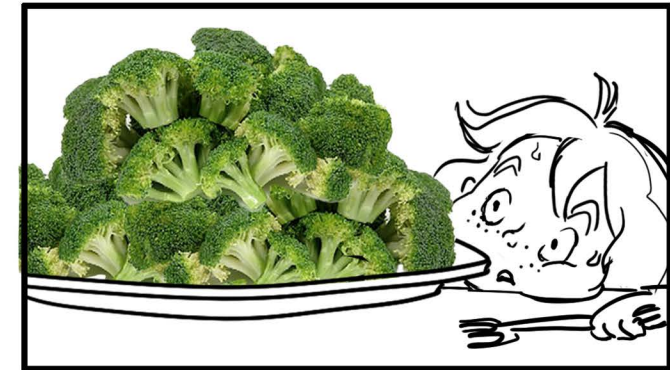
Panel 3



"So maybe you say, I need you to eat this"

Sc 11

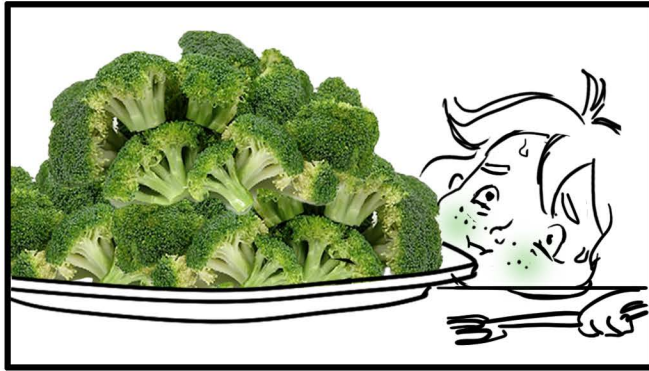
Panel 4



"whole plate of broccoli."

Sc 11

Panel 5



"And they're going to look at you immediately and reject, no, I don't even want to taste it. No way I'm eating a whole plate. And immediately after asking them something ridiculous, you say,"

Sc 11

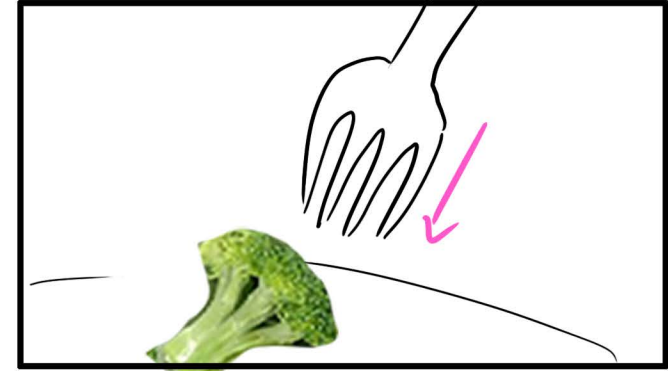
Panel 6



okay, well, how about you eat this little corner of a piece? They still might not want to,

Sc 11

Panel 7

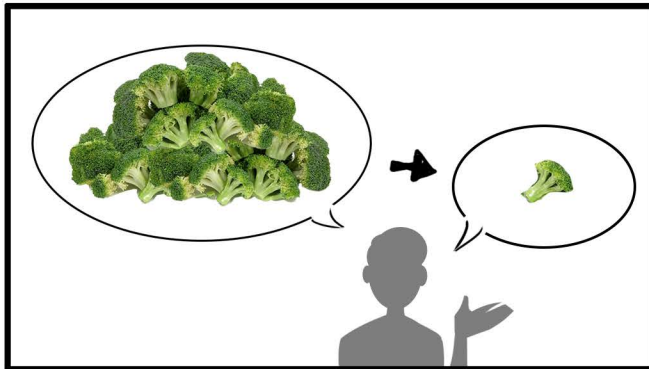


but that sounds so much more reasonable that they might just do it, right?

(Animate fork stabbing broccoli and withdrawing out of screen with broccoli on it.)

Sc 11

Panel 8



So you start with something huge and unreasonable and then you go down.

Sc 12

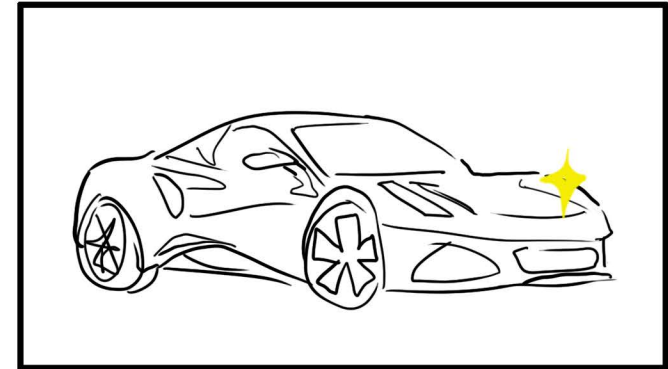
Panel 1



"Or from a kid's perspective, your 15, 16, 17-year-old kid comes to you and says, mom and dad, I decided I want a sports car."

Sc 12

Panel 2



Will you buy me a car? And you can't even believe they had the audacity to come ask for this.

(Animate a cheesy sparkle on the word "this")

Story Artist AS Ogden



Sc 12

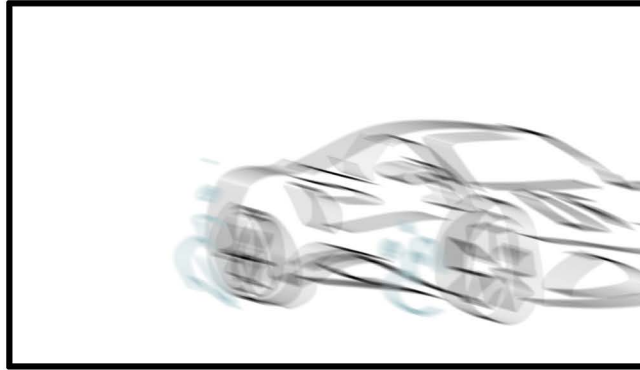
Panel 3



And before you can even say anything, they say
(Like the car is starting, smoke, rumble, vibrating)

Sc 12

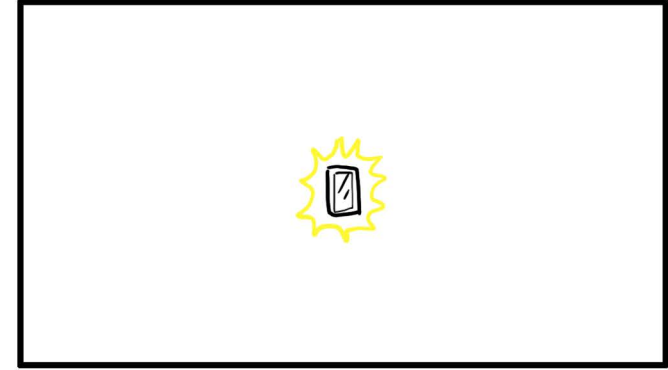
Panel 4



Just kidding!
(Wheels spin and car blurs offscreen)

Sc 12

Panel 5



Really, I'd like to talk to you about getting my own phone.

Sc 13

Panel 1



I think it would be helpful for these reasons.

Sc 13

Panel 2



You might be really against them having a phone,
but boy, that sounds so much better than
asking for a sports car. And so maybe reluctantly
you say

Sc 13

Panel 3



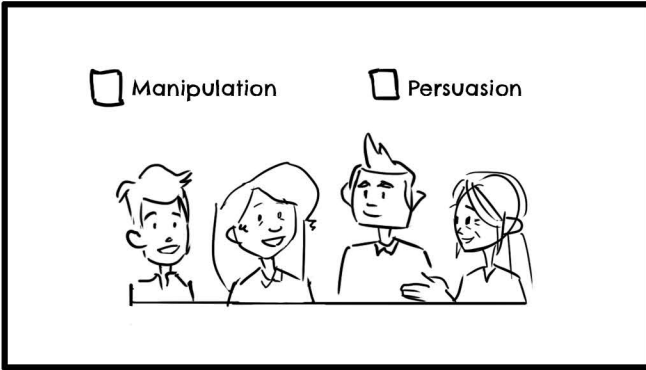
Yeah, okay, maybe it's time that we get you a phone.

Story Artist AS Ogden



Sc 14

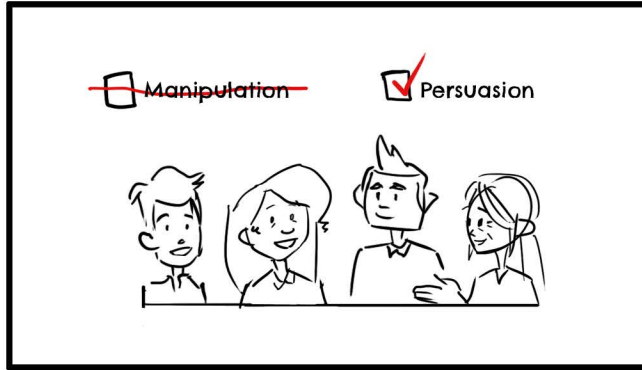
Panel 1



So again, I'm not telling you these things so you can go manipulate people around you, but

Sc 14

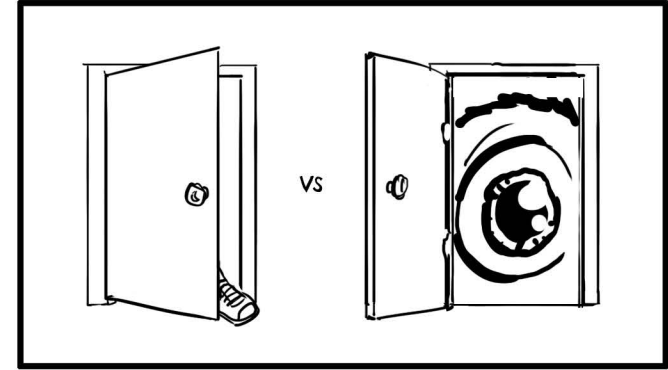
Panel 2



Knowing these powers of persuasion, it can be really helpful when there's something important and you want to ask for something.

Sc 14

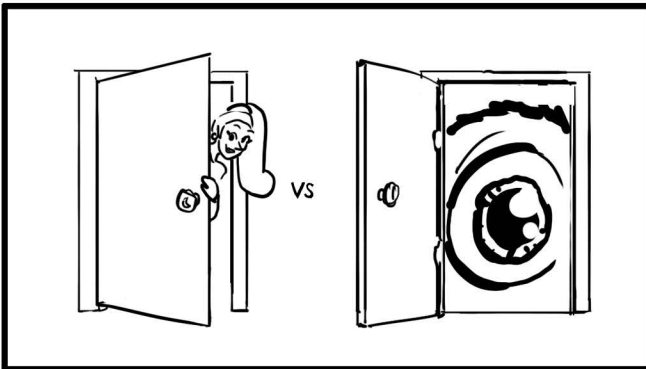
Panel 3



So understanding the difference between foot in the door and door in the face might make a difference of

Sc 14

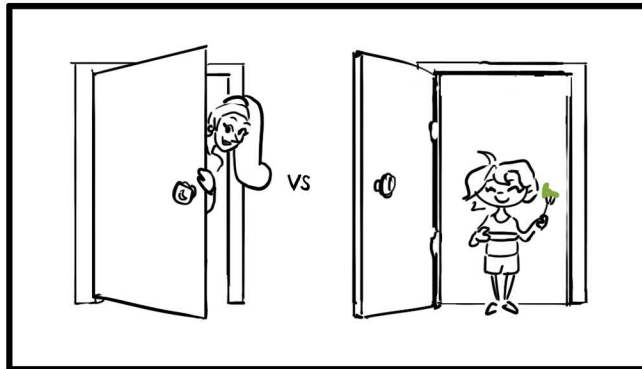
Panel 4



having a big raise in your life sometime,

Sc 14

Panel 5



Or even just to get your kid to eat their broccoli.

Sc

Panel



Story Artist AS Oden