

# ROBERT B. CIALDINI, Ph.D

## CURRICULUM VITAE

### CURRENT POSITION:

Arizona State University Regents' Professor of Psychology and Marketing,  
Department of Psychology, Arizona State University, Tempe, AZ 85287-1104.

### EDUCATIONAL BACKGROUND:

- 1970-71 Postgraduate study in Social Psychology at Columbia University.
- 1967-70 Graduate study in Social Psychology at the University of North Carolina (Ph.D., June, 1970).
- 1963-67 Undergraduate study in Psychology at the University of Wisconsin (B.S., June, 1967).

### PRIOR PROFESSIONAL EXPERIENCE:

- 2000-01 Visiting Professor of Marketing, Graduate School of Business, Stanford University.
- 1993-94 Visiting Scholar, Department of Psychology, Stanford University.
- 1991-92 Visiting Professor, Graduate School of Business, Stanford University.
- 1987-88 Visiting Scholar, The Annenberg School of Communications at the University of Southern California.
- 1986 Visiting Professor of Psychology, University of California at Santa Cruz.
- 1979-pr. Professor, Department of Psychology, Arizona State University.
- 1978 Visiting Scholar, Department of Psychology, University of California at San Diego.
- 1975-79 Associate Professor, Department of Psychology, Arizona State University.
- 1973-74 Visiting Assistant Professor of Psychology, Social Psychology Doctoral Program, Ohio State University.
- 1971-75 Assistant Professor, Department of Psychology, Arizona State University.

## GRANT AWARDS

- 2002-05 "Understanding and motivating energy conservation via social norms." Grant from The William and Flora Hewlett Foundation.
- 1997-99 "Influencing behavior through public service announcements." Grant No. 98-154C/97-0152AI, Arizona Department of Environmental Quality.
- 1996-98 "An examination of the comparative efficacy of descriptive and injunctive norms in environmental behavior change." Cooperative Agreement No. PSW-96-0022CA from the U.S. Forest Service.
- 1990-91 "Research on census and survey participation." JSA No. 90-38 from the United States Bureau of the Census, U.S. Department of Commerce.
- 1985-87 "Self-reward, emotional arousal and prosocial behavior" (with Jim Fultz). No. 5F32MH09181-02 from the National Institutes of Health.
- 1985-86 "Consistency and prosocial behavior in children" (with Nancy Eisenberg). No. 1R01HD17909-02 from the National Institutes of Health.
- 1984-85 "Altruism or the elimination of negative affect." College of Liberal Arts and Sciences research award, Arizona State University.
- 1983-84 "Study of compliance in stroke rehabilitation." Grant No. 100-109-13-82 from the Flinn Foundation.
- 1978-79 "Observation and categorization of compliance tactics." No. 1R03MH31556-01 from the National Institutes of Health.
- 1977-78 "An examination of compliance techniques in natural settings." AZ State University.

## **FELLOWSHIPS AND DISTINCTIONS**

- 2006 Recipient, The (inaugural) Peitho Prize for Distinguished Contributions to the Science of Social Influence from the Editorial Board of *Social Influence*
- 2006 Recipient, Distinguished Member Award for Outstanding Contributions to the Field of Psychology from Psi Chi: The National Honors Society in Psychology
- 2003 Recipient, Donald T. Campbell Award for Distinguished Contributions in Social Psychology from the Society of Personality and Social Psychology
- 2003 Fellow, American Psychological Association, Division 8
- 2002 Fellow, American Psychological Association, Division 23
- 2001 American Psychological Society William James Distinguished Lecturer
- 2000 Recipient, Distinguished Scientific Achievement Award from the Society of Consumer Psychology

- 1997 Fellow, American Psychological Society.
- 1996-97 President, Society for Personality and Social Psychology
- 1996 Distinguished Alumnus Award (Psychology). Univ. of North Carolina-Chapel Hill.
- 1994 G. Stanley Hall Lecturer at the meeting of the American Psychological Association.
- 1988-pr. Arizona State University Regents' Professor.
- 1985-86 Graduate College Distinguished Research Professor, Arizona State University.

OTHER RELEVANT PROFESSIONAL EXPERIENCE:

- 1999-pr. Member, Board of Advisors, Yaffe Center for Persuasive Communication, University of Michigan
- 1993-pr. Member, Board of Consulting Editors, Basic and Applied Social Psychology.
- 1990-pr. Member, Editorial Advisory Board, Cultic Studies Journal.
- 1989-95. Member, Board of Directors, Society for the Study of Social Influence.
- 1983-88. Member, Board of Advisory Editors, Applied Social Psychology Annual.
- 1976-79 Associate Editor, Journal of Personality and Social Psychology.
- 1974-76 Member, Board of Consulting Editors, Journal of Personality and Social Psychology.
- 1969 Director and Chief Statistician, Durham Birth Control Survey for the Carolina Population Center, Chapel Hill, North Carolina.

PUBLICATIONS:

1. Ressler, R. R., Cialdini, R. B., Ghoca, M. L., & Kliet, S. M. (1968). Alarm pheromone in the earthworm *Lubricus terrestris*. Science, 161, 597-599.
2. Insko, C. A., & Cialdini, R. B. (1969). A test of three interpretations of attitudinal verbal reinforcement. Journal of Personality and Social Psychology, 12, 333-341.
3. Cialdini, R. B., & Insko, C. (1969). Attitudinal verbal reinforcement as a function of information consistency: A further test of the two- factor theory. Journal of Personality and Social Psychology, 12, 342-349.
4. Blake, R. R., Insko, C. A., Cialdini, R. B., & Chaikan, A. L. (September, 1969). Beliefs and attitudes about contraception among the poor. Carolina Population Center Monograph Series.

5. Insko, C. A., Blake, R. R., Cialdini, R. B., & Mulaik, S. A. (1970). Attitude toward birth control and cognitive consistency: Theoretical and practical implications of survey data. Journal of Personality and Social Psychology, 16, 238-244.
6. Insko, C. A., & Cialdini, R. B. (1971). Interpersonal influence in a controlled setting: The verbal conditioning of attitude. Morristown, NJ: General Learning Press.
7. Cialdini, R. B. (1971). Attitudinal advocacy in the verbal conditioner. Journal of Personality and Social Psychology, 17, 350-358.
8. Cialdini, R. B., Levy, A., Herman, P., & Evenbeck, S. (1973). Attitudinal politics: The strategy of moderation. Journal of Personality and Social Psychology, 25, 100-108.
9. Cialdini, R. B., Darby, B. L., & Vincent, J. E. (1973). Transgression and altruism: A case for hedonism. Journal of Experimental Social Psychology, 9, 502-516.
10. Cialdini, R. B., Braver, S. L., & Lewis, S. K. (1974). Attributional bias and the easily persuaded other. Journal of Personality and Social Psychology, 30, 631-637.
11. Cialdini, R. B., Vincent, J. E., Lewis, S. K., Catalan, J., Wheeler, D., Darby, B. L. (1975). A reciprocal concessions procedure for inducing compliance: The door-in-the-face technique. Journal of Personality and Social Psychology, 31, 206-215.
12. Cialdini, R. B., & Mirels, H. L. (1976). Sense of personal control and attributions about yielding and resisting persuasion targets. Journal of Personality and Social Psychology, 33, 395-402.
13. Cialdini, R. B., Kenrick, D. T., & Hoerig, J. (1976). Victim derogation in the Lerner paradigm: Just world or just justification? Journal of Personality and Social Psychology, 33, 719-724.
14. Cialdini, R. B., & Ascani, K. (1976). Test of a concession procedure for inducing verbal, behavioral, and further compliance with a request to give blood. Journal of Applied Psychology, 61, 295-300.
15. Cialdini, R. B., Borden, R. J., Thorne, A., Walker, M., Freeman, S., & Sloan, L. (1976). Basking in reflected glory: Three (football) field studies. Journal of Personality and Social Psychology, 34, 366-375.
16. Cialdini, R. B., & Schroeder, D. A. (1976). Increasing compliance by legitimizing paltry contributions: When even a penny helps. Journal of Personality and Social Psychology, 34, 599-604.
17. Cialdini, R. B., Levy, A., Herman, C. P., Kozlowski, L. T., & Petty, R. F. (1976). Elastic shifts of opinion: Determinants of direction and durability. Journal of Personality and Social Psychology, 34, 663- 672.
18. Kenrick, D. K., Reich, J. W., Cialdini, R. B. (1976). Justification and compensation: Rosier skies for the devalued victim. Journal of Personality and Social Psychology, 34, 654-657.

19. Cialdini, R. B., & Kenrick, D. T. (1976). Altruism as hedonism: A social development perspective on the relationship of negative mood and helping. Journal of Personality and Social Psychology, 34, 907-914.
20. McPeck, R., & Cialdini, R. B. (1977). Social anxiety, emotion, and helping. Motivation and Emotion, 1, 225-233.
21. Lingle, J. H., Brock, T. C., & Cialdini, R. B. (1977). Surveillance instigates entrapment when violations are observed, personal involvement is high, and sanctions are severe. Journal of Personality and Social Psychology, 35, 419-421.
22. Kenrick, D. T., & Cialdini, R. B. (1977). Romantic attraction: Drive labeling or drive reduction? Journal of Personality and Social Psychology, 35, 381-391. (Featured Article)  
  
Reprinted in: Wrightsman & Brigham (1981) (Eds.). Contemporary Issues in Social Psychology, Vol. 4. Brooks/Cole.
23. Braver, S. L., Linder, D. E., Corwin, T. T., & Cialdini, R. B. (1977). Some conditions that affect admissions of attitude change. Journal of Experimental Social Psychology, 13, 565-576.
24. Cialdini, R. B., Cacioppo, J. T., Basset, R., & Miller, J. A. (1978). The low-ball procedure for producing compliance: Commitment then cost. Journal of Personality and Social Psychology, 36, 463-476. (Featured Article)
25. Cialdini, R. B., Bickman, L., & Cacioppo, J. T. (1979). An example of consumeristic social psychology: Bargaining tough in the new car showroom. Journal of Applied Social Psychology, 9, 115-126.
26. Kenrick, D. T., Baumann, D. J., & Cialdini, R. B. (1979). A step in the socialization of altruism as hedonism: Effects of negative mood on children's generosity under public and private conditions. Journal of Personality and Social Psychology, 37, 747-755.
27. Kenrick, D. T., Cialdini, R. B., & Linder, D. E. (1979). Misattribution under fear-producing circumstances: Four failures to replicate. Personality and Social Psychology Bulletin, 5, 329-334.
28. Kenrick, D. T., Cialdini, R. B., & Linder, D. E. (1979). Heterosexual attraction and attributional processes in fear producing situations. In G. Wilson & M. Cook (Eds.), Love and Attraction. London: Pergamon
29. Cialdini, R. B. (1980). Full-cycle social psychology. In L. Bickman (Ed.), Applied Social Psychology Annual (Vol. 1, pp. 21-47). Beverly Hills, CA: Sage Publications.
30. Mowen, J. C., & Cialdini, R. B. (1980). On implementing the door-in- the- face compliance technique in a business context. Journal of Marketing Research, 17, 253-258.
31. Cialdini, R. B., & Richardson, K. D. (1980). Two indirect tactics of image management: Basking and blasting. Journal of Personality and Social Psychology, 89, 406-415.

32. Cialdini, R. B., & Petty, R. E. (1981). Anticipatory opinion change. In R. W. Petty, T. Ostrom, & T. Brock (Eds.), Cognitive Responses to Persuasion (pp. 217-235). Erlbaum Associates.
33. Richardson, K. D., & Cialdini, R. B. (1981). Basking in reflected glory. In Tedeschi (Ed.), Impression Management Theory and Social Psychological Research (pp. 41-53). Academic Press.
34. Cialdini, R. B., Petty, R. E., & Cacioppo, J. T. (1981). Attitudes and attitude change. In Rosenzweig & Porter (Eds.), Annual Review of Psychology (Vol. 32, pp. 357-404). Annual Reviews, Inc.
35. Baumann, D. J., Cialdini, R. B., & Kenrick, D. T. (1981). Altruism as hedonism: Helping and self-gratification as equivalent responses. Journal of Personality and Social Psychology, 40, 1039-1046.
36. Cialdini, R. B., & Baumann, D. J. (1981). Littering: A new unobtrusive measure of attitude. Social Psychology Quarterly, 44, 254-259.
37. Cialdini, R. B., & Carpenter, K. (1981). The availability heuristic: Does imagining make it so? In P. H. Reingen & A. G. Woodside (Eds.), Buyer-Seller Interactions: Empirical Research and Normative Issues. Chicago, IL: American Marketing Association.
38. Cialdini, R. B., Baumann, D. J., & Kenrick, D. T. (1981). Insights from sadness: A three-step model of the development of altruism as hedonism. Developmental Review, 1, 207-223.
39. Cialdini, R. B., Kenrick, D. T., & Baumann, D. J. (1982). Mood as a determinant of prosocial behavior in children and adults. In N. Eisenberg (Ed.), The Development of Prosocial Behavior (pp. 339- 359). Academic Press.
40. Gregory, W. L., Cialdini, R. B., & Carpenter, K. M. (1982). Self- relevant scenarios as mediators of likelihood estimates and compliance: Does imagining make it so? Journal of Personality and Social Psychology, 43, 89-99.
41. Baumann, D. J., Cialdini, R. B., & Kenrick, D. T. (1983). Mood and sex differences in the development of altruism as hedonism. Academic Psychology Bulletin, 5, 299-307.
42. Cialdini, R. B. (1983). A philosophical analysis of commonplace morality. Review of Moralities of Everyday Life by Sabini and Silver. Contemporary Psychology, 28, 422-423.
43. Sensenig, P. E., & Cialdini, R. B. (1984). Social psychological influences on the compliance process: Implications for behavioral health. In J. Matarazzo, N. E. Miller, S. M. Weiss, J. A. Herd, & S. M. Weiss (Eds.), Behavioral Health: A handbook of health enhancement and disease prevention (pp. 384-392). Wiley.
44. Manucia, G. K., Baumann, D. J., & Cialdini, R. B. (1984). Mood influences on helping: Direct effects or side effects? Journal of Personality and Social Psychology, 46, 357-364.

45. Cialdini, R. B. (1984). Principles of automatic influence. In J. Jacoby & S. Craig (Eds.), Personal Influence: Theory, research, and practice (pp. 1-28). Lexington, MA: Heath.
46. Cialdini, R. B. (1984). Influence. New York: William Morrow and Company, 302 pages. (Published in paperback by Quill Books, 1985. Published in a classroom version by Scott, Foresman & Co., 1985).
47. Eisenberg, N., & Cialdini, R. B. (1984). The role of consistency pressures in behavior. Academic Psychology Bulletin, 6, 115-126.
48. Cialdini, R. B. (1985). Setting fractures in the bones of social interaction. Review of The Accountability of Conduct by Semin and Manstead. Contemporary Psychology, 30, 324.
49. Sherman, S. J., Cialdini, R. B., Schwartzman, D. F., & Reynolds, K. (1985). Imagining can heighten or lower the perceived likelihood of contracting a disease. Personality and Social Psychology Bulletin, 11, 118-127.
50. Cialdini, R. B. (October, 1985). Persuasion principles. Public Relations Journal, 12-16.
51. Cialdini, R. B. (1986). Compliance principles of compliance professionals: Psychologists of necessity. In M. Zanna, J. Olson, & C. Herman (Eds.), Social Influence: The Ontario Symposium (Vol. 5, pp. 165-184). Erlbaum Pubs.
52. Cialdini, R. B. (1987). The psychology of influence. Currents, 13, 48- 51.
53. Cialdini, R. B., Schaller, M., Houlihan, D., Arps, K., Fultz, J., & Beaman, A. L. (1987). Empathy-based helping: Is it selflessly or selfishly mediated? Journal of Personality and Social Psychology, 52, 749-758.
54. Cialdini, R. B. (1987). Personal influence: Being ethical and effective. In S. Oskamp & S. Spacapan (Eds.), Interpersonal Processes: The Claremont Symposium on Applied Social Psychology (pp. 95-107). Newbury Park, CA: Sage.
55. Cialdini, R. B., Eisenberg, N., Shell, R., & McCreath, H. (1987). Commitments to help by children: Effects on subsequent prosocial self-attributions. The British Journal of Social Psychology, 26, 237-245.
56. Eisenberg, N., Cialdini, R. B., McCreath, H., & Shell, R. (1987). Consistency-based compliance: When and why do children become vulnerable? Journal of Personality and Social Psychology, 52, 1174- 1181.
57. Maass, A., West, S. G., & Cialdini, R. B. (1987). Minority influence and conversion. In C. Hendrick (Ed.), Review of Personality and Social Psychology (Vol. 8, pp. 55-79).
58. Cialdini, R. B. (1987). Perspectives on media effects. Contemporary Psychology, 32, 125-126.
59. Cialdini, R. B. (1987). Why do people say yes when they want to say no? Social Science, 72, 219-221.

60. Cialdini, R. B., (2nd. Ed.) (1988). Influence: Science and practice. Glenview, IL: Scott, Foresman.
61. Fultz, J., Schaller, M., & Cialdini, R. B. (1988). Empathy, sadness, and distress: Three related but distinct vicarious affective responses to another's suffering. Personality and Social Psychology Bulletin, 14, 312-325.
62. Schaller, M., & Cialdini, R. B. (1988). The economics of empathic helping: Support for a mood management motive. Journal of Experimental Social Psychology, 24, 163-181.
63. Cialdini, R. B. (1988). Communicating responsibly with the public: Researcher as edifier. Communication Research, 15, 787-792.
64. Cialdini, R. B. (1989). Indirect tactics of impression management: Beyond basking. In R. Giacalone and P. Rosenfeld (Eds.), Impression management in the organization. Hillsdale, NJ: Erlbaum.
65. Trost, M. R., Cialdini, R. B., & Maass, A. (1989). Effects of an international conflict simulation on perceptions of the Soviet Union: A FIREBREAKS backfire. Journal of Social Issues, 45, 139- 158.
66. Cialdini, R. B., Finch, J. F., & DeNicholas, M. (1989). Strategic self- presentation: The indirect route. In M. Cody & M. McLaughlin (Eds.), The Psychology of Tactical Communication. London: Multilingual Matters, Ltd.
67. Finch, J. F., & Cialdini, R. B. (1989). Another indirect tactic of (self-) image management: Boosting. Personality and Social Psychology Bulletin, 15, 222-232.
68. Cialdini, R. B. (1989). Social motivations to comply: Norms, values, and principles. In J. Roth and J. Scholz (Eds.), Taxpayer Compliance (Vol. 2). Philadelphia: University of Pennsylvania Press.
69. Eisenberg, N., Cialdini, R. B., McCreath, H., & Shell, R. (1989). Consistency-based compliance in children: When and why do consistency pressures have immediate effects? International Journal of Behavioral Development, 12, 351-357.
70. Cialdini, R. B. (1989). Littering: When every litter bit hurts. In R. Rice & C. Atkin (Eds.), Public Communications Campaigns (Eds.). Newbury Park, CA: Sage Publications.
71. Cialdini, R. B., & DeNicholas, M. (1989). Self-presentation by association. Journal of Personality and Social Psychology, 57, 626- 631.
72. Cialdini, R. B., & Fultz, J. (1990). Interpreting the negative mood/helping literature via mega-analysis: A contrary view. Psychological Bulletin, 107, 210-214.
73. Cialdini, R. B. (1990). Consumers as targets of personal influence tactics. Advancing the Consumer Interest, 2, 36-39.
74. Cialdini, R. B. (1990). Perspectives on research classics: A door opens. Contemporary Social Psychology, 14, 50-52.

75. Cialdini, R. B., Reno, R. R., & Kallgren, C. A. (1990). A focus theory of normative conduct: Recycling the concept of norms to reduce littering in public places. Journal of Personality and Social Psychology, 58, 1015-1026.
76. Schaller, M., & Cialdini, R. B. (1990). Happiness, sadness, and helping: A motivational integration. In E. T. Higgins & R. Sorrentino (Eds.), Handbook of motivation and social cognition: Foundations of social behavior (Vol. 2). New York: Guilford, pp. 265-296.
77. Cialdini, R. B., Kallgren, C. A., & Reno, R. R. (1991). A focus theory of normative conduct: A theoretical refinement and reevaluation of the role of norms in human behavior. In M. Zanna (Ed.), Advances in experimental social psychology (Vol. 24, pp. 201-234). New York: Academic Press.
78. Cialdini, R. B. (1991). Altruism or egoism: That is (still) the question. Psychological Inquiry, 2, 124-126.
79. Reeves, R. A., Baker, G. A., Boyd, J. G., & Cialdini, R. B. (1991). The door-in-the-face technique: Reciprocal concessions vs. self-presentational explanations. Journal of Social Behavior and Personality, 6, 545-558.
80. Fultz, J., & Cialdini, R. B. (1991). Situational and personality determinants of the quantity and quality of helping. In R. A. Hinde & J. Groebel (Eds.), Cooperation, prosocial behavior, trust, and commitment. Cambridge, UK: Cambridge University Press.
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82. Cialdini, R. B. (1992). Le sei strade che portano al si (The six roads to yes). Psicologia Contemporanea, 10, 32-37.
83. Cialdini, R. B. (1992). Agents of influence: Bunglers, smugglers, and sleuths. Canadian Journal of Marketing Research, 11, 19-27.
84. Groves, R. M., Cialdini, R. B., & Couper, M. P. (1992). Understanding the decision to participate in a survey. Public Opinion Quarterly, 56, 475-495.
85. Reno, R. R., Cialdini, R. B., & Kallgren, Carl, A. (1993). The trans-situational influence of social norms. Journal of Personality and Social Psychology, 64, 104-112.
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87. Cialdini, R.B. (1993). Influence: The psychology of persuasion (Revised edition). New York: Quill.
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89. Cialdini, R. B. (1994). A full-cycle approach to social psychology. In G.G. Brannigan & M.R. Merrens (Eds.), The social psychologists: Research adventures. Boston: McGraw-Hill.
90. Cialdini, R. B. (1994). Activating and aligning two kinds of norms in persuasive communications. In L. Sechrest, T. Backer, E. Rogers, M. Grady, & T. Campbell (Eds.), Effective dissemination of clinical and health information. Washington, DC: US Department of Health and Human Services.
91. Cialdini, R. B. (1994). Principles and techniques of social influence. In A. Tesser (Ed.), Advanced social psychology. New York: McGraw-Hill.
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93. Cialdini, R.B. (1995). Using the science of psychology to improve the art of fund raising. In P. Stenbeck & P. Le Bas (Eds.). International fund raising. London: Biddles, Ltd.
94. Cialdini, R.B., Trost, M.R., & Newsom, J.T. (1995). Preference for consistency: The development of a valid measure and the discovery of surprising behavioral implications. Journal of Personality and Social Psychology, 69, 318-328.
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97. Cialdini, R.B. (1996). Friendly persuasion. Currents, 22, 54-58.
98. Cialdini, R.B. (1996). Activating and aligning two kinds of norms in persuasive communications. Journal of Interpretation Research, 1, 3-10.
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100. Cialdini, R.B., Brown, S.L., Lewis, B.P., Luce, C., & Neuberg, S.L. (1997). Reinterpreting the empathy-altruism relationship: When one into one equals oneness. Journal of Personality and Social Psychology, 73, 481-494.
101. Neuberg, S.L., Cialdini, R.B., Brown, S.L., Luce, C., Sagarin, B.J., & Lewis, B.P. (1997). Does empathy lead to anything more than superficial helping? Journal of Personality and Social Psychology, 73, 510-516.
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104. Cialdini, R.B., & Trost, M.R. (1998). Social influence: Social norms, conformity, and compliance. In D. Gilbert, S. Fiske, & G. Lindzey (Eds.) The handbook of social psychology, (4th edition) vol. 2, pp. 151-192. New York: McGraw-Hill.
105. Cialdini, R.B., Wosinska, W., Dabul, A.J., Whetstone-Dion, R., & Heszen, I. (1998). When social role salience leads to social role rejection: Modest self-presentation among women and men in two cultures. Personality and Social Psychology Bulletin, 24, 473-481.
106. Pfeffer, J., Cialdini, R.B., Hanna, B., & Knopoff, K. (1998). Faith in supervision and self-enhancement bias. Two psychological reasons why managers don't empower workers. Basic and Applied Social Psychology, 20, 313-321.
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109. Winter, P. L., Cialdini, R. B., Bator, R. J., Rhoads, K., & Sagarin, B. J. (1998). An analysis of normative messages in signs at recreation settings. Journal of Interpretation Research, 3, 39-47.
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111. Cialdini, R.B., Wosinska, W., Barrett, D.W., Butner, J. & Gornik-Durose, M. (1999). Compliance with a request in two cultures: The differential influence of social proof and commitment/consistency on collectivists and individualists. Personality and Social Psychology Bulletin 25, 1242-1253.
112. Cialdini, R.B. (1999). Of tricks and tumors: Some little recognized costs of dishonest use of effective social influence. Psychology & Marketing, 16, 91-98.
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115. Kallgren, C. A., Reno, R. R., & Cialdini, R. B. (2000). A focus theory of normative conduct: When norms do and do not affect behavior. Personality and Social Psychology Bulletin, 26, 1002-1012.

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#### Community Projects

1. A study entitled "A study of two different populations in their willingness to provide personal and impersonal helping services" has been recently completed for the Blood Services Organization of the Phoenix area. The research investigated the tendency of two potential donor populations to provide either personal (blood) or impersonal (money) helping services. A college sample was found to be significantly more compliant with a request for blood donations than a sample of middle class suburban residents. However, the groups did not differ in frequency of compliance with a request for a monetary contribution. As the Blood Services Organization is wholly concerned with donations of blood, it was recommended that efforts to recruit volunteer blood donors be intensified on the Phoenix area campuses. A report of this project has appeared in the National Blood Services magazine "In Vivo".
2. A series of studies of litter control has been conducted in consultation with the Phoenix City Departments of Sanitation and Parks and Recreation. Five experiments have consistently demonstrated the efficacy of norm salience procedures in the reduction of littering behavior in public places such as city parking garages, amusements parks, and lobbies of public buildings. The results of these studies will form the basis of a grant proposal designed to obtain funding for an investigation of effective norm salience techniques that are suitable for inclusion in mass media anti-littering campaigns.

3. A consumer education program has been developed with *Chicanos por la causa*, a Phoenix-based community agency with a primarily Mexican- American constituency. The program is designed to provide information to inner city residents concerning compliance techniques that are often employed by salesman, merchandisers, and fund-raisers. These techniques frequently involve psychological pressures and, consequently, can be categorized around social psychological concepts that have been demonstrated to lead to compliance (e.g., commitment, reciprocation, dependency, consistency). The goals of the program are to inform participants of the existence of such techniques that derive from a common psychological concept, and, finally, to provide means for resisting the influence of the pressures.