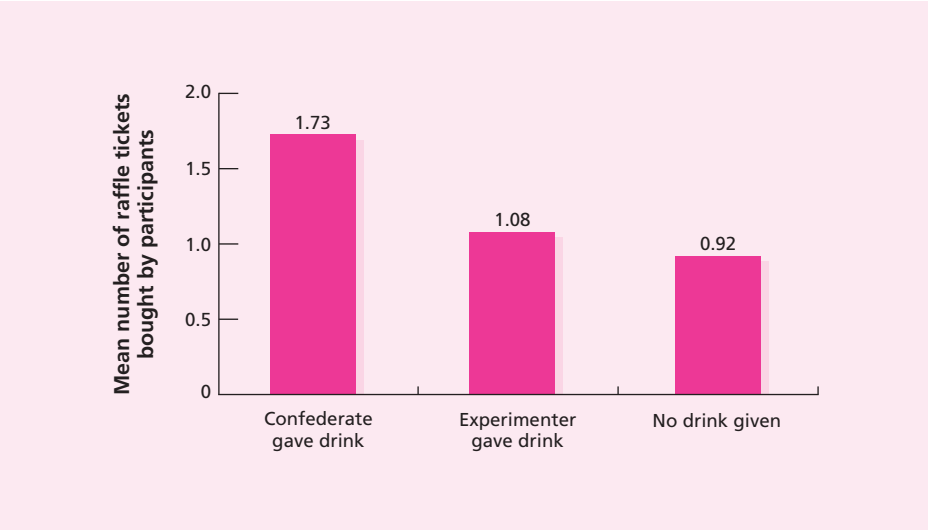

FIGURE 8.12

Reciprocity and Compliance

According to the norm of reciprocity, we feel obliged to help those who have helped us. In this study, participants were more likely to comply with a request to buy raffle tickets when the requester had previously done them a favor.

Source: Regan (1971).