



Worksheet 1: The list of experiments

Below you will find classical experiments in social psychology. Each entry includes a short description, the author's name and suggested literature. The experiments are well known so that you can also find descriptions in your mother tongue.

Bystander effect

The experiment explains why people do not help others when in need.

Author: Darley, J.M. and Latané, B. (1968)¹

Literature:

- Emeghara, U. (2020, Sept 24). Bystander effect and diffusion of responsibility. Simply Psychology.
- Dean, J. (2017). Bystander Effect and the Diffusion of Responsibility. PsyBlog.

Door in the face

A persuasion technique according to which if someone refuses a bigger favour s/he will be more likely to agree to a small one.

Author: Cialdini, R. et al. (1977)²

Literature:

- Door in the face technique. Psychology Research and Reference.
- McLeod, S. (2014). Techniques of compliance. Simply Psychology.

False consensus effect

Experiment indicates that people believe that other people share their opinions and ideas.

Authors: Ross, L., Greene, D., House, P. (1975)³

Literature:

- Dean, J. (2017). False Consensus Effect: What it is and why it happens. PsyBlog.
- False consensus effect. Psychology Research and Reference.

¹ Darley, J.M. & Latané, B. (1968). Bystander intervention in emergencies: Diffusion of responsibility. *Journal of Personality and Social Psychology*. 8 (4, Pt.1): 377–383

² Cialdini, R.B.; Vincent, J.E.; Lewis, S.K.; Catalan, J.; Wheeler, D.; Darby, B. L. (1975). "Reciprocal concessions procedure for inducing compliance: the door-in-the-face technique". *Journal of Personality and Social Psychology*. 31 (2): 206–215

³ Ross, L. Greene, D., House, P. (1977). The "false consensus effect": An egocentric bias in social perception and attribution processes. *Journal of Experimental Social Psychology*, 13(3): 279-301.

Foot in the door

A persuasion technique, according to which if a person agrees for a small favour s/he will be less likely to refuse a bigger one.

Author: Fredman, J. and Fraser, S. (1966)⁴

Literature:

- [Foot in the door as a Persuasive Technique](#). Psychologist World.
- McLeod, S. (2014). [Techniques of compliance](#). Simply Psychology.

Halo effect

Experiment shows that we evaluate people based on specific characteristics, often related to the first impression.

Author: Thorndike, E. (1920)⁵

Literature:

- Dean, J. (2021). [Halo Effect: Definition and how it Affects our Perception](#). PsyBlog.
- Prera, A (2021, March 22). [Why the halo effect affects how we perceive others](#). Simply Psychology.

Low ball technique

A persuasion technique, according to which if a person agrees to do something, and just before the agreement comes into force, the conditions are changed, s/he will be more likely to be still committed to the agreement.

Author: Cialdini, R. et al. (1978)⁶

Literature:

- [The Low Ball Technique](#). Psychologist World.
- McLeod, S. (2014). [Techniques of compliance](#). Simply Psychology.

Social identity theory

The experiment indicates that people like groups they belong to comparing to other groups.

Author: Tajfel, H. et al. (1971)⁷

Literature:

- McLeod, S. A. (2019, October 24). [Social identity theory](#). Simply Psychology.
- Dean, J. (2021). [Social Identity Theory and the Minimal Group Paradigm](#). PsyBlog.

⁴ Freedman, J. L., & Fraser, S. C. (1966). Compliance without pressure: the foot-in-the-door technique. *Journal of personality and social psychology*, 4(2), 195.

⁵ Thorndike, E.L. (1920). A constant error in psychological ratings. *Journal of Applied Psychology*, 4(1), 25–29

⁶ Cialdini, R. B., Cacioppo, J. T., Bassett, R., & Miller, J. A. (1978). Low-ball procedure for producing compliance: commitment then cost. *Journal of personality and Social Psychology*, 36(5), 463.

⁷ Tajfel, H., Billig, M., Bundy, R., Flament, C. (1971). Social categorization and intergroup behaviour. *European Journal of Social Psychology*, 1(2), 149-178.