

CURRICULUM VITAE

NAME: Robert B. Cialdini

CURRENT POSITION:

Arizona State University Regents' Professor Emeritus of Psychology and Marketing,
Department of Psychology, Arizona State University

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 for Communications at the University of Southern California.
- 1986 Visiting Professor of Psychology, University of California at Santa Cruz.
- 1979-2009 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

- 2009 Recipient, Distinguished Scientist Award of the Society of Experimental Social Psychology
- 2009 Fellow, Society of Experimental Social Psychology
- 2009 Recipient, Outstanding Teaching Award from the Western Psychological Association.
- 2008 Recipient, Award for Distinguished Service to the Discipline of Personality and Social Psychology from the Society of Personality and Social Psychology.
- 2007 Recipient, Honorary Doctoral Degree, University of Basil, Basil Switzerland.
- 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:

- present- Member, Board of Advisors, *Behavioral Science & Policy*.
- 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., & Kliest, 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*, 39, 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.
81. Cialdini, R. B., Green, B. L., & Rusch, A. J. (1992). When tactical pronouncements of change become real change: The case of reciprocal persuasion. *Journal of Personality and Social Psychology*, *63*, 30- 40.

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.
86. Cialdini, R. B. (1993). *Influence: Science and practice* (3rd ed.). New York: HarperCollins.
87. Cialdini, R.B. (1993). *Influence: The psychology of persuasion* (Revised edition). New York: Quill.
88. Cialdini, R. B. (1994). Interpersonal influence. In S. Shavitt & T.C. Brock (Eds.), *Persuasion: Psychological insights and perspectives*. Boston: Allyn & Bacon. pp. 195-218.
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.
92. Cialdini, R. B. (1995). Norms. In A. Kuper & J. Kuper (Eds.), *The social science encyclopedia* (2nd ed.). London: Routledge.
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.
95. Cialdini, R.B. (1996). Social influence and the triple tumor structure of organizational dishonesty. In D.M. Messick & A. Tenbrunsel (Eds.). *Behavioral Research and Business Ethics*. New York: Russell Sage.

96. Wosinska, W., Dabul, A.J., Whetstone-Dion, R., Cialdini, R.B. (1996). Self-presentation responses to success in the organization: The costs and benefits of modesty. *Basic and Applied Social Psychology*, 18, 229-242.
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.
99. Cialdini, R.B. (1997). Professionally responsible communication with the public: Giving psychology a way. *Personality and Social Psychology Bulletin*, 23, 675-683.
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.
102. Dabul, A.J., Wosinska, W., Cialdini, R.B., Mandal, E., & Whetstone-Dion, R. (1997). Self-presentational modesty across cultures: The effects of gender and social context in the workplace. *Polish Psychological Bulletin*, 28, 295-306.
103. Cialdini, R.B., Eisenberg, N., Green, B.L., Rhoads, K.v.L., & Bator, R. (1998). Undermining the undermining effect of reward on sustained interest. *Journal of Applied Social Psychology*, 28, 249-263.
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.
107. Pfeffer, J., & Cialdini, R. B. (1998). Illusions of influence. In R. M. Kramer & M. A. Neale (Eds). *Power and Influence in Organizations*, pp 1-20. Thousand Oaks, CA: Sage.
108. Sagarin, B.J., Rhoads, K.v.L., & Cialdini, R.B. (1998). Deceiver's distrust: Denigration as a consequence of undiscovered deception. *Personality and Social Psychology Bulletin*, 24, 1167-1176.
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.

110. Cialdini, R.B., Bator, R.J., & Guadagno, R.E. (1999). Normative influences in organizations. In L. Thompson, D. Messick, & J. Levine (Eds.). *Shared cognition in organizations*, pp. 195-212. Mahwah, NJ: Erlbaum.
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.
113. Kenrick, D. T., Neuberg, S. L., & Cialdini, R. B. (1999). *Social Psychology: Unraveling the Mysteries*. Boston: Allyn & Bacon.
114. Winter, P. L., Sagarin, B. J., Rhoads, K., Barrett, D. W., & Cialdini, R. B. (2000). Choosing to encourage or discourage: Perceived effectiveness of prescriptive versus proscriptive messages. *Environmental Management*, *26*, 589-594.
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.
116. Bator, R. J., & Cialdini, R. B. (2000). The application of persuasion theory to the development of effective pro-environmental public service announcements. *Journal of Social Issues*, *56*, 527-541.
117. Wosinska, W., Cialdini, R. B., Barrett, D. W., & Reykowski, J. (Eds.) (2001). *The practice of social influence in multiple cultures*. Mahwah, NJ: Erlbaum.
118. Cialdini, R. B., Wosinska, W., Barrett, D. W., Butner, J., & Gornik-Durose, M. (2001). The differential impact of two social influence principles on individualists and collectivists in Poland and the United States. In W. Wosinska, R. B. Cialdini, D. W. Barrett, & J. Reykowski (Eds.). *The practice of social influence in multiple cultures*. Mahwah, NJ: Erlbaum.
119. Cialdini, R. B., Sagarin, B. J., & Rice, W. E. (2001). Training in ethical influence. In J. Darley, D. Messick, and T. Tyler (Eds.). *Social influences on ethical behavior in organizations* (pp. 137-153). Mahwah, NJ: Erlbaum.
120. Guadagno, R. E., Asher, T., Demaine, L. J., & Cialdini, R. B. (2001). When saying yes leads to saying no: Preference for consistency and the reverse foot-in-the-door effect. *Personality and Social Psychology Bulletin*, *27*, 859-867.
121. Cialdini, R. B. (2001). Systematic opportunism: An approach to the study of tactical social influence. In J. P. Forgas and K. D. Williams (Eds.), *Social influence: Direct and indirect processes* (pp. 25-39). Philadelphia, PA: Psychology Press.

122. Cialdini, R. B. (2001). Littering: When every litter bit hurts. In R. Rice & C. Atkin (Eds.), *Public Communications Campaigns* (3rd ed.) (pp. 280-282). Newbury Park, CA: Sage Publications.
123. Cialdini, R. B. (2001). *Influence: Science and practice* (4th ed.). Boston: Allyn & Bacon.
124. Cialdini, R. B. (2001, February). The science of persuasion. *Scientific American*, 284, 76-81. *Reprinted in:* Scientific American's compilation "The Mind" (2003)
125. Cialdini, R. B. (2001). Harnessing the science of persuasion. *Harvard Business Review*, 79, 72-79.
126. Cialdini, R. B., & Rhoads, K. v. L. (2001, October). Human behavior and the marketplace. *Marketing Research*, 9-13.
127. Cialdini, R. B., Wissler, R. L., & Schweitzer, N. J. (2002). The science of influence: Basic principles mediators and negotiators can use. *Dispute Resolution*, 9, 20-22. Reprinted in: "The Best Articles Published by the American Bar Association," *GPSolo*, 2003, 20, 36-37.
128. Guadagno, R. E., & Cialdini, R. B. (2002). On-line persuasion: An examination of differences in computer-mediated interpersonal influence. *Group Dynamics: Theory, Research and Practice*, 6, 38-51.
129. Kenrick, D. T., Neuberg, S. L., & Cialdini, R. B. (2002). *Social Psychology: Unraveling the Mysteries* (2nd ed.). Boston: Allyn & Bacon.
130. Redelmeier, D. A., & Cialdini, R. B. (2002). Problems for clinical judgment: Principles of influence in medical practice. *Canadian Medical Association Journal*, 166, 1680-1684.
131. Sagarin, B. J., Cialdini, R. B., Rice, W. E., & Serna, S. B. (2002). Dispelling the illusion of invulnerability: The motivations and mechanisms of resistance to persuasion. *Journal of Personality and Social Psychology*, 83, 526-541.
132. Cialdini, R. B., & Goldstein, N. J. (2002). The science and practice of persuasion. *Cornell Hotel and Restaurant Administration Journal*, 43, 40-50.
133. Rhoads, K. v. L., & Cialdini, R. B. (2002). The business of influence: Principles that lead to success in commercial settings. In J. P. Dillard and M. Pfau (Eds.), *The persuasion handbook: Theory and practice* (pp. 515-542). Thousand Oaks, CA: Sage.
134. Maner, J. K., Luce, C. L., Neuberg, S. L., Cialdini, R. B., Brown, S., Sagarin, B. J., and Rice, W. E. (2002). The effects of perspective taking on motivations for helping: Still no evidence for altruism. *Personality and Social Psychology Bulletin*, 28, 1601-1610.
135. Cialdini, R. B. (2003). Crafting normative messages to protect the environment. Current Directions in Psychological Science, 12, 105-109.
136. Cialdini, R. B. (2003). The power of persuasion. *Stanford Social Innovation Review*, 1, 18-27.

137. Cialdini, R. B., & Guadagno, R. E. (2004). Sequential request compliance tactics. In J. Seiter & R. Gass (Eds.), *Perspectives on persuasion, social influence, and compliance-gaining* (pp. 207-222). Boston: Allyn & Bacon.
138. Cialdini, R. B., Petrova, Petia, & Goldstein, N. J. (2004). The hidden costs of organizational dishonesty. *MIT Sloan Management Review*, 45, 67-73.
139. Cialdini, R. B., & Goldstein, N. J. (2004). Social Influence: Compliance and Conformity. In S. T. Fiske, D. L. Schacter, & C. Zahn-Waxler (Eds.), *Annual Review of Psychology* (Vol. 55). Annual Reviews, Inc., pp. 591-621.
140. Barrett, D. W., Wosinska, W., Butner, J., Petrova, P., Gornik-Durose, M., & Cialdini, R. B. (2004). Individual differences in the motivation to comply across cultures: The impact of social obligation. *Personality and Individual Differences*, 37, 19-31.
141. Cialdini, R. B. (2004). The language of persuasion. *Harvard Management Update*, 9, 10-11.
142. Cialdini, R. B. (2004). The perils of being the best and the brightest. *Harvard Management Communication Letter*, 1, 1-3.
143. Cialdini, R. B., & Martin, S. J. (2004). The science of compliance. *NIMR Medical Review*, 3, 32-38.
144. Cialdini, R. B. (November 2, 2004). All in the cards: A review of *Fahrenheit 9/11*. *PsycCRITIQUES—Contemporary Psychology: APA Review of Books*, 49, 1-3.
145. Sagarin, B. J., & Cialdini, R. B. (2004). Creating critical consumers: Motivating receptivity by teaching resistance. In E. Knowles and J. Linn (Eds.), *Resistance and Persuasion* (pp. 259-282). Mahwah, NJ: Erlbaum.
146. Cialdini, R. B., Maner, J., & Gerend, M., (2005). Persuasion and health: Creating positive behaviour change. In J. Kerr, R. Weitkunat, & M. Moretti (Eds.), *The ABC of behaviour change* (pp. 247-258). Edinburgh: Elsevier Science.
147. Kenrick, D. T., Neuberg, S. L., & Cialdini, R. B. (2005). *Social Psychology: Unraveling the Mystery* (3rd Ed). Boston: Allyn & Bacon Publishers.
148. Cialdini, R. B. (2005). What's the best secret device for engaging student interest? Hint: The answer's in the title. *Journal of Social and Clinical Psychology*, 24, 22-29.
149. Cialdini, R. B., & Sagarin, B. J. (2005). Principles of interpersonal influence. In T. Brock & M. Green (Eds.), *Persuasion: Psychological insights and perspectives* (pp. 143-169). Newbury Park, CA: Sage Press.
150. Cialdini, R. B. (2005). Basic social influence is underestimated. *Psychological Inquiry*, 16, 158-161.
151. Guadagno, R. E., & Cialdini, R. B. (2005). Persuasion and attitude change on the Internet. In Y. Amichai-Hamburger (Ed.), *The social net: The social psychology of the Internet* (pp. 91-113). Oxford: Oxford University Press.

152. Brown, S. L., Asher, T., & Cialdini, R. B. (2005). Evidence of a positive relationship between age and preference for consistency. *Journal of Research in Personality, 39*, 517-533.
153. Petrova, P. K., & Cialdini, R. B. (2005). Fluency of consumption imagery and the backfire effects of imagery appeals. *Journal of Consumer Research, 32*, 442-452.
154. Guadagno, R. E., & Cialdini, R. B. (2005). Influence. *Blackwell Dictionary of Organizational Behavior* (pp.169-171). Oxford, England: Blackwell Publishing.
155. Martin, S., & Cialdini, R. B. (2006). The surprising science of influence and persuasion. *Consumer Sciences Today, 7*, 4-9.
156. Cialdini, R. B., Demaine, L. Sagarin, B. J., Barrett, D. W., Rhoads, K., & Winter, P. L. (2006). Managing social norms for persuasive impact. *Social Influence, 1*, 3-15.
157. Mandel, N., Petrova, P. K., & Cialdini, R. B. (2006). Images of success and the preference for luxury brands. *Journal of Consumer Psychology, 16*, 57-69.
158. Bator, R. J., & Cialdini, R. B. (2006). The nature of consistency motivation: Consistency, inconsistency, and inconsistency in a dissonance paradigm. *Social Influence, 1*, 208-233.
159. Griskevicius, V., Cialdini, R. B., & Kenrick, D. T. (2006). Peacocks, Picasso, and parental investment: The effects of romantic motives on creativity. *Journal of Personality and Social Psychology, 91*, 63-76.
160. Pfeffer, J., Fong, C. T., Cialdini, R. B., & Portnoy, R. R. (2006). Why use an agent in transactions? *Personality and Social Psychology Bulletin, 32*, 1362-1374.
161. Sundie, J., Cialdini, R. B., Griskevicius, V., & Kenrick, D. T. (2006). Evolutionary social influence. In M. Schaller, J. Simpson, & D. T. Kenrick (Eds.), *Evolution and social psychology* (pp. 287-316). New York: Psychology Press.
162. Griskevicius, V., Goldstein, N. J., Mortensen, C. R., Cialdini, R. B., & Kenrick, D. T. (2006). Going along versus going alone: When fundamental motives facilitate strategic (non)conformity. *Journal of Personality and Social Psychology, 91*, 281-294.
163. Goldstein, N. J., & Cialdini, R. B. (2007). Using social norms as a lever of social influence. In Pratkanis, A. R. (Ed.), *Science of social influence* (pp.167-191). New York: Psychology Press.
164. Petrova, P. K., Cialdini, R. B., & Sills, S. J. (2007). Personal consistency and compliance across cultures. *Journal of Experimental Social Psychology, 43*, 104-111.
165. Schultz, P. W., Nolan, J. M., Cialdini, R. B., Goldstein, N. J., & Griskevicius, V. (2007). The constructive, destructive, and reconstructive power of social norms. *Psychological Science, 18*, 429-434.

166. Cialdini, R. B. (2007). Descriptive social norms as underappreciated sources of social control. *Psychometrika*, *72*, 263-268.
167. Goldstein, N. J., Cialdini, R. B., & Griskevicius, V. (2007). Rooms for improvement. *Cornell Hotel and Restaurant Administration Quarterly*, *48*, 145-150.
168. Goldstein, N. J., & Cialdini, R. B. (2007). The spyglass self: A model of vicarious self-perception. *Journal of Personality and Social Psychology*, *92*, 402-417.
169. Cialdini, R. B., Griskevicius, V., Sundie, J. L., & Kenrick, D. T. (2007). Persuasion paralysis: When unrelated motives immobilize influence. *Social Influence*, *2*, 1-17.
170. Guadagno, R. E., & Cialdini, R. B. (2007). Gender differences in impression management in organizations: A qualitative review. *Sex Roles*, *56*, 483-494.
171. Griskevicius, V., Tybur, J.M., Sundie, J.M., Cialdini, R.B., Miller, G.F., & Kenrick D.T. (2007). Blatant benevolence and conspicuous consumption: When romantic motives elicit strategic costly signals. *Journal of Personality and Social Psychology*, *93*, 85-102.
172. Guadagno, R. E., & Cialdini, R. B. (2007). Persuade him by email, but see her in person: Online persuasion revisited. *Computers in Human Behavior*, *23*, 999-1015.
173. Kenrick, D. T., Neuberg, S. L., & Cialdini, R. B. (2007). *Social Psychology: Unraveling the Mystery* (4th Ed). Boston: Allyn & Bacon Publishers.
174. Cialdini, R. B. (2008). Turning persuasion from an art into a science. In P. Meusburger (Ed.), *Symposium on knowledge and space: Clashes of knowledge* (pp. 199-209). Berlin: Springer.
175. Griskevicius, V., Cialdini, R. B., & Goldstein, N. J. (2008). Applying (and resisting) peer influence. *MIT/Sloan Management Review*, *49*, 84-88.
176. Cialdini, R. B. (2008). Organizing for surprise: A career of arranging to be captured. In R. Levine, A. Rodrigues, & L. C. Zelezny (Eds.), *Journeys in social psychology* (pp. 19-38). Mahwah, NJ: Erlbaum.
177. Cialdini, R. B., & Mortensen, C. R. (2008). Social influence. In S. F. Davis & W. Buskist (Eds.). *21st century psychology*, Vol. 2 (pp. 123-133). Thousand Oaks, CA: Sage.
178. Nolan, J. M., Schultz, P. W., Cialdini, R. B., Goldstein, N. J., & Griskevicius, V. (2008). Normative social influence is underdetected. *Personality and Social Psychology Bulletin*, *34*, 913-923.
179. Goldstein, N. J., Cialdini, R. B., & Griskevicius, V. (2008). A room with a viewpoint: Using normative appeals to motivate environmental conservation in a hotel setting. *Journal of Consumer Research*, *35*, 472-482. [2011 Winner: Best Article Award of the *Journal of Consumer Research*]
180. Griskevicius, V., Cialdini, R. B., & Goldstein, N.J. (2008). Social norms: An underestimated and underemployed lever for managing climate change. *International Journal for Sustainability Communication*, *3*, 5-13.

181. Petrova, P. K., & Cialdini, R. B. (2008). Evoking the imagination as a strategy of influence. In C. P. Haugtvedt, P. Herr, & F. Kardes (Eds.). *Handbook of Consumer Psychology* (pp. 505-524). New York: Lawrence Erlbaum Associates.
182. Goldstein, N. J., Martin, S. J., & Cialdini, R. B. (2008). *Yes! 50 scientifically proven ways to be persuasive*. New York: Free Press. [Also published in the UK as *Yes! 50 secrets from the science of persuasion*. London: Profile Books.]
183. Cialdini, R. B. (2009). *Influence: Science and Practice (5th ed.)*. Boston: Allyn & Bacon.
184. Goldstein, N. J., & Cialdini, R. B. (2009). Normative influences on consumption and conservation behaviors. In M. Wänke (Ed.), *The social psychology of consumer behavior* (pp.273-296). New York: Psychology Press.
185. Wosinska, W., Cialdini, R. B., Petrova, P. K., Barrett, D. W., Gornik-Durose, M., Butner, J., & Griskevicius, V. (2009). Resistance to deficient organizational authority: The impact of culture and connectedness in the workplace. *Journal of Applied Social Psychology*, 39, 834-851.
186. Cialdini, R. B. (2009). We have to break up. *Perspectives on Psychological Science*, 4, 5-6.
187. Griskevicius, V., Goldstein, N. J., Mortensen, C. R., Sundie, J. M., Cialdini, R. C., & Kenrick, D. T. (2009). Fear and loving in Las Vegas: Evolution, emotion, and persuasion. *Journal of Marketing Research*, 46, 384-395.
188. Cialdini, R. B. (2009). Compliance. In D. Sander & K. Scherer (Eds.), *The Oxford Companion to Emotion and the Affective Sciences* (pp.92-93). Oxford: Oxford University Press.
189. Guadagno, R. E., & Cialdini, R. B. (2010). Preference for consistency and social influence: A review of research findings. *Social Influence*, 5, 152-163.
190. Gockeritz, S., Schultz, P. W., Rendon, T., Cialdini, R. B., Goldstein, N. J., & Griskevicius, V. (2010). Descriptive normative beliefs and conservation behavior: The moderating roles of personal involvement and injunctive normative beliefs. *European Journal of Social Psychology*, 40, 514-543.
191. Guadagno, R. E., Cialdini, R. B., & Evron, G. (2010). Storming the Servers: A Social Psychological analysis of the First Internet War. *Cyberpsychology, Behavior, and Social Networking*, 13, 447-453.
192. Kenrick, D. T., Neuberg, S. L., & Cialdini, R. B. (2010). *Social Psychology: Goals in interaction*. (5th Ed). Boston: Pearson Education.
193. Mortensen, C., & Cialdini, R. B. (2010). Full cycle social psychology for theory and application. *Social and Personality Psychology Compass*, 4, 53-63.

194. Mortensen, C., & Cialdini, R. B. (2010). Teaching and learning guide for: Full cycle social psychology for theory and application. *Social and Personality Psychology Compass*, 4, 1220-1223.
195. Goldstein, N. J., & Cialdini, R. B. (2010). The constructive, destructive, and reconstructive power of social norms. In D. de Cremer, J. K. Murnighan, & R. Van Dick (Eds.). *Social psychology and organizations* (pp. 67-86). New York: Psychology Press.
196. Reid, A. E., Cialdini, R. B., & Aiken, L. S. (2010). Social norms and health behavior. In A. Steptoe (Ed.), *Handbook of behavioral medicine* (pp. 263-274). New York: Springer.
197. Cialdini, R. B. (2010). Littering as an unobtrusive measure of political attitudes: Messy but clean. In R. M. Arkin (Ed.). *Most underappreciated: 50 prominent social psychologists describe their most unloved work* (pp. 107-112). New York: Oxford University Press.
198. Cialdini, R. B., & Griskevicius, V., (2010). Social influence. In R. Baumeister, & E. Finkel (Eds.). *Advanced Social Psychology* (pp. 385-417). New York: Oxford Univ. Press.
199. Jacobson, R. P., Mortensen, C., & Cialdini, R. B. (2011). Bodies obliged and unbound: Differentiated response tendencies for injunctive and descriptive social norms. *Journal of Personality and Social Psychology*, 100, 433-448.
200. Griskevicius, V., & Cialdini, R. B. (2011). Social influence. In R. P. Bagozzi & A. Ruvio (Eds.). *Wiley International Encyclopedia of Marketing* (pp. 241-248). London: Wiley.
201. Cialdini, R. B., Goldstein, N. J., & Griskevicius, V. (2011). What social psychologists can learn from evaluations of environmental interventions. In M. Mark, S. Donaldson, & B. Campbell (Eds.). *Social Psychology and Program/policy Evaluation* (pp. 269-283). New York: Guilford.
202. Goldstein, N. J., Griskevicius, V., & Cialdini, R. B. (2011). Reciprocity by proxy: A new influence strategy for motivating cooperation and prosocial behavior. *Administrative Science Quarterly*, 56, 441-473.
203. Petrova, P. K., & Cialdini, R. B. (2011). New approaches toward resistance to persuasion. In G. Hastings, C. Bryant., & K. Angus (Eds.). *The Sage Handbook of Social Marketing* (pp. 107-122). London: Sage Publications.
204. Cialdini, R. B. (2011). Roots, shoots, and fruits of persuasion in military affairs. *Analysis of Social Issues and Public Policy*, 11, 27-30.
205. Cialdini, R. B. (2012). The focus theory of normative conduct. In P. A. M. Van Lange, A. W. Kruglanski, and E. T. Higgins (Eds.), *Handbook of Theories of Social Psychology* (pp. 295-312). Thousand Oaks, CA: Sage.
206. Sundie, J. M., Cialdini, R. B., Griskevicius, V., & Kenrick, D. T. (2012). The world's (truly) oldest profession: Social influence in evolutionary perspective. *Social Influence*, 7, 134-153.

207. Cialdini, R. B. (2012). Forward. In D. T. Kenrick, N. J. Goldstein, & S. L. Braver (Eds.), *Six degrees of social influence: Science, application, and the psychology of Robert Cialdini* (v-viii). New York: Oxford University Press.
208. Guadagno, R. E., Muscanell, N. L., Sundie, J. M., Hardison, T. A., & Cialdini, R. B. (2013). The Persuasive Power of Computer-Based Multi Media Presentations. *Psychology of Popular Media Culture*, 2, 110-116.
209. Guadagno, R. E., Ewell, P. J., & Cialdini, R. B. (in press). Influence. In N. Nicholson, P. G. Audia, & M. Pillutla (Eds.), *Blackwell Encyclopedia of Management* (3rd ed.), London: Blackwell Publishing.
210. Martin, S. J., Goldstein, N. J., & Cialdini, R. B. (2014). *The small BIG: Small Changes That Spark Big Influence*. New York: Grand Central Publishers [Also published in the UK by Profile Books, London.]
211. Paluck, E. L., & Cialdini, R. B. (2014). Field research methods. In H. Reis & C. Judd (Eds.), *Handbook of Research Methods in Social and Personality Psychology* (pp. 81-97). New York: Cambridge University Press.
212. Brown, S. L., & Cialdini, R. B. (2015). Functional motives and functional consequences of prosocial behavior. In D. A. Schroeder, & W. Graziano (Eds.), *Oxford Handbook of Prosocial Behavior* (pp. 346-361). New York: Oxford University Press
213. Fombelle, P.W., Sirianni, N. J., Goldstein, N. J., & Cialdini, R. B. (2015). Let them all eat cake: Providing VIP services without the cost of exclusion for non-VIP customers. *Journal of Business Research*, 68, 1987-1996. doi.org/10.1016/j.jbusres.2015.01.018
214. Cialdini, R. B., Martin, S. J., & Goldstein, N. J. (2015). Small behavioral science-informed changes can produce large policy-relevant effects. *Behavioral Science & Policy*, 1, 21-27.
215. Jacobson, R. P., Mortensen, C. R., Jacobsen, K. J. L., & Cialdini, R. B. (2015). Self-control moderates the effectiveness of influence attempts highlighting injunctive social norms. *Social Psychological and Personality Science*, 6, 718-726. DOI: 10.1177/1948550615578463.
216. Kenrick, D. T., Neuberg, S. L., & Cialdini, R. B. (2015). *Social Psychology: Goals in interaction* (6th Ed). Boston: Pearson Education.

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.