Robert Cialdini, the psychologist who literally wrote the book on the subject of influence, has identified six drivers that incline people to go along with what others want. They are:

**Reciprocity**
People who feel they have received a gift, favor or good treatment feel impelled to give back. Handwritten notes are effective.

**Social Proof**
Many people are guided by what others do—or what they think others do. For example: Electricity bills that compare your neighbors’ usage.

**Commitment & Consistency**
People will do things to avoid feeling they have not kept their word or because they’ve done it in the past. Remind students they’re supposed to be honest and they’ll cheat less.

**Likeness**
Any kind of sense of similarity makes people inclined to favor or cooperate well with each other, including similar names and even similar Social Security numbers.

**Authority**
People trust authority. In a sense we have to. We don’t have the time or energy to figure out everything from traffic laws to wedding planning for ourselves.

**Scarcity**
People will be eager to have what appears hard to obtain. If they think something is rare or hard to get, they will chase it.