

COMPLIANCE WITHOUT PRESSURE: THE FOOT-IN-THE-DOOR TECHNIQUE¹

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2 experiments were conducted to test the proposition that once someone has agreed to a small request he is more likely to comply with a larger request. The 1st study demonstrated this effect when the same person made both requests. The 2nd study extended this to the situation in which different people made the 2 requests. Several experimental groups were run in an effort to explain these results, and possible explanations are discussed.

How can a person be induced to do something he would rather not do? This question is relevant to practically every phase of social life, from stopping at a traffic light to stopping smoking, from buying Brand X to buying savings bonds, from supporting the March of Dimes to supporting the Civil Rights Act.

One common way of attacking the problem is to exert as much pressure as possible on the reluctant individual in an effort to force him to comply. This technique has been the focus of a considerable amount of experimental research. Work on attitude change, conformity, imitation, and obedience has all tended to stress the importance of the degree of external pressure. The prestige of the communicator (Kelman & Hovland, 1953), degree of discrepancy of the communication (Hovland & Pritzker, 1957), size of the group disagreeing with the subject (Asch, 1951), perceived power of the model (Bandura, Ross, & Ross, 1963), etc., are the kinds of variables that have been studied. This impressive body of work, added to the research on rewards and punishments in learning, has produced convincing evidence that greater external pressure generally leads to greater compliance with the wishes of the experimenter. The one exception appears to be situations involving the arousal of cognitive dissonance in which, once discrepant behavior has been elicited from the subject, the greater

the pressure that was used to elicit the behavior, the less subsequent change occurs (Festinger & Carlsmith, 1959). But even in this situation one critical element is the amount of external pressure exerted.

Clearly, then, under most circumstances the more pressure that can be applied, the more likely it is that the individual will comply. There are, however, many times when for ethical, moral, or practical reasons it is difficult to apply much pressure when the goal is to produce compliance with a minimum of apparent pressure, as in the forced-compliance studies involving dissonance arousal. And even when a great deal of pressure is possible, it is still important to maximize the compliance it produces. Thus, factors other than external pressure are often quite critical in determining degree of compliance. What are these factors?

Although rigorous research on the problem is rather sparse, the fields of advertising, propaganda, politics, etc., are by no means devoid of techniques designed to produce compliance in the absence of external pressure (or to maximize the effectiveness of the pressure that is used, which is really the same problem). One assumption about compliance that has often been made either explicitly or implicitly is that once a person has been induced to comply with a small request he is more likely to comply with a larger demand. This is the principle that is commonly referred to as the foot-in-the-door or gradation technique and is reflected in the saying that if you "give them an inch, they'll take a mile." It was, for example, supposed to be one of the basic techniques upon which the Korean brainwashing tactics were based

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(Schein, Schneier, & Barker, 1961), and, in a somewhat different sense, one basis for Nazi propaganda during 1940 (Bruner, 1941). It also appears to be implicit in many advertising campaigns which attempt to induce the consumer to do anything relating to the product involved, even sending back a card saying he does not want the product.

The most relevant piece of experimental evidence comes from a study of conformity done by Deutsch and Gerard (1955). Some subjects were faced with incorrect group judgments first in a series in which the stimuli were not present during the actual judging and then in a series in which they were present, while the order of the memory and visual series was reversed for other subjects. For both groups the memory series produced more conformity, and when the memory series came first there was more total conformity to the group judgments. It seems likely that this order effect occurred because, as the authors suggest, once conformity is elicited at all it is more likely to occur in the future. Although this kind of conformity is probably somewhat different from compliance as described above, this finding certainly lends some support to the foot-in-the-door idea. The present research attempted to provide a rigorous, more direct test of this notion as it applies to compliance and to provide data relevant to several alternative ways of explaining the effect.

EXPERIMENT I

The basic paradigm was to ask some subjects (Performance condition) to comply first with a small request and then 3 days later with a larger, related request. Other subjects (One-Contact condition) were asked to comply only with the large request. The hypothesis was that more subjects in the Performance condition than in the One-Contact condition would comply with the larger request.

Two additional conditions were included in an attempt to specify the essential difference between these two major conditions. The Performance subjects were asked to perform a small favor, and, if they agreed, they did it. The question arises whether the act of agreeing itself is critical or whether actually carrying it out was necessary. To assess this a

third group of subjects (Agree-Only) was asked the first request, but, even if they agreed, they did not carry it out. Thus, they were identical to the Performance group except that they were not given the opportunity of performing the request.

Another difference between the two main conditions was that at the time of the larger request the subjects in the Performance condition were more familiar with the experimenter than were the other subjects. The Performance subjects had been contacted twice, heard his voice more, discovered that the questions were not dangerous, and so on. It is possible that this increased familiarity would serve to decrease the fear and suspicion of a strange voice on the phone and might accordingly increase the likelihood of the subjects agreeing to the larger request. To control for this a fourth condition was run (Familiarization) which attempted to give the subjects as much familiarity with the experimenter as in the Performance and Agree-Only conditions with the only difference being that no request was made.

The major prediction was that more subjects in the Performance condition would agree to the large request than in any of the other conditions, and that the One-Contact condition would produce the least compliance. Since the importance of agreement and familiarity was essentially unknown, the expectation was that the Agree-Only and Familiarization conditions would produce intermediate amounts of compliance.

METHOD

The prediction stated above was tested in a field experiment in which housewives were asked to allow a survey team of five or six men to come into their homes for 2 hours to classify the household products they used. This large request was made under four different conditions: after an initial contact in which the subject had been asked to answer a few questions about the kinds of soaps she used, and the questions were actually asked (Performance condition); after an identical contact in which the questions were not actually asked (Agree-Only condition); after an initial contact in which no request was made (Familiarization condition); or after no initial contact (One-Contact condition). The dependent measure was simply whether or not the subject agreed to the large request.

Procedure

The subjects were 156 Palo Alto, California, housewives, 36 in each condition, who were selected at random from the telephone directory. An additional 12 subjects distributed about equally among the three two-contact conditions could not be reached for the second contact and are not included in the data analysis. Subjects were assigned randomly to the various conditions, except that the Familiarization condition was added to the design after the other three conditions had been completed. All contacts were by telephone by the same experimenter who identified himself as the same person each time. Calls were made only in the morning. For the three groups that were contacted twice, the first call was made on either Monday or Tuesday and the second always 3 days later. All large requests were made on either Thursday or Friday.

At the first contact, the experimenter introduced himself by name and said that he was from the California Consumers' Group. In the Performance condition he then proceeded:

We are calling you this morning to ask if you would answer a number of questions about what household products you use so that we could have this information for our public service publication, "The Guide." Would you be willing to give us this information for our survey?

If the subject agreed, she was asked a series of eight innocuous questions dealing with household soaps (e.g., "What brand of soap do you use in your kitchen sink?") She was then thanked for her cooperation, and the contact terminated.

Another condition (Agree-Only) was run to assess the importance of actually carrying out the request as opposed to merely agreeing to it. The only difference between this and the Performance condition was that, if the subject agreed to answer the questions, the experimenter thanked her, but said that he was just lining up respondents for the survey and would contact her if needed.

A third condition was included to check on the importance of the subject's greater familiarity with the experimenter in the two-contact conditions. In this condition the experimenter introduced himself, described the organization he worked for and the survey it was conducting, listed the questions he was asking, and then said that he was calling merely to acquaint the subject with the existence of his organization. In other words, these subjects were contacted, spent as much time on the phone with the experimenter as the Performance subjects did, heard all the questions, but neither agreed to answer them nor answered them.

In all of these two-contact conditions some subjects did not agree to the requests or even hung up before the requests were made. Every subject who answered the phone was included in the analysis of the results and was contacted for the second request regardless of her extent of cooperativeness

during the first contact. In other words, no subject who could be contacted the appropriate number of times was discarded from any of the four conditions.

The large request was essentially identical for all subjects. The experimenter called, identified himself, and said either that his group was expanding its survey (in the case of the two-contact conditions) or that it was conducting a survey (in the One-Contact condition). In all four conditions he then continued:

The survey will involve five or six men from our staff coming into your home some morning for about 2 hours to enumerate and classify all the household products that you have. They will have to have full freedom in your house to go through the cupboards and storage places. Then all this information will be used in the writing of the reports for our public service publication, "The Guide."

If the subject agreed to the request, she was thanked and told that at the present time the experimenter was merely collecting names of people who were willing to take part and that she would be contacted if it were decided to use her in the survey. If she did not agree, she was thanked for her time. This terminated the experiment.

RESULTS

Apparently even the small request was not considered trivial by some of the subjects. Only about two thirds of the subjects in the Performance and Agree-Only conditions agreed to answer the questions about household soaps. It might be noted that none of those who refused the first request later agreed to the large request, although as stated previously all subjects who were contacted for the small request are included in the data for those groups.

Our major prediction was that subjects who had agreed to and carried out a small request (Performance condition) would subse-

TABLE 1
PERCENTAGE OF SUBJECTS COMPLYING WITH
LARGE REQUEST IN EXPERIMENT I

Condition	%
Performance	52.8
Agree-Only	33.3
Familiarization	27.8*
One-Contact	22.2**

Note.— $N = 36$ for each group. Significance levels represent differences from the Performance condition.

* $p < .07$.

** $p < .02$.

quently be more likely to comply with a larger request than would subjects who were asked only the larger request (One-Contact condition). As may be seen in Table 1, the results support the prediction. Over 50% of the subjects in the Performance condition agreed to the larger request, while less than 25% of the One-Contact condition agreed to it. Thus it appears that obtaining compliance with a small request does tend to increase subsequent compliance. The question is what aspect of the initial contact produces this effect.

One possibility is that the effect was produced merely by increased familiarity with the experimenter. The Familiarization control was included to assess the effect on compliance of two contacts with the same person. The group had as much contact with the experimenter as the Performance group, but no request was made during the first contact. As the table indicates, the Familiarization group did not differ appreciably in amount of compliance from the One-Contact group, but was different from the Performance group ($\chi^2 = 3.70$, $p < .07$). Thus, although increased familiarity may well lead to increased compliance, in the present situation the differences in amount of familiarity apparently were not great enough to produce any such increase; the effect that was obtained seems not to be due to this factor.

Another possibility is that the critical factor producing increased compliance is simply agreeing to the small request (i.e., carrying it out may not be necessary). The Agree-Only condition was identical to the Performance condition except that in the former the subjects were not asked the questions. The amount of compliance in this Agree-Only condition fell between the Performance and One-Contact conditions and was not significantly different from either of them. This leaves the effect of merely agreeing somewhat ambiguous, but it suggests that the agreement alone may produce part of the effect.

Unfortunately, it must be admitted that neither of these control conditions is an entirely adequate test of the possibility it was designed to assess. Both conditions are in some way quite peculiar and may have made

a very different and extraneous impression on the subject than did the Performance condition. In one case, a housewife is asked to answer some questions and then is not asked them; in the other, some man calls to tell her about some organization she has never heard of. Now, by themselves neither of these events might produce very much suspicion. But, several days later, the same man calls and asks a very large favor. At this point it is not at all unlikely that many subjects think they are being manipulated, or in any case that something strange is going on. Any such reaction on the part of the subjects would naturally tend to reduce the amount of compliance in these conditions.

Thus, although this first study demonstrates that an initial contact in which a request is made and carried out increases compliance with a second request, the question of why and how the initial request produces this effect remains unanswered. In an attempt to begin answering this question and to extend the results of the first study, a second experiment was conducted.

There seemed to be several quite plausible ways in which the increase in compliance might have been produced. The first was simply some kind of commitment to or involvement with the particular person making the request. This might work, for example, as follows: The subject has agreed to the first request and perceives that the experimenter therefore expects him also to agree to the second request. The subject thus feels obligated and does not want to disappoint the experimenter; he also feels that he needs a good reason for saying "no"—a better reason than he would need if he had never said "yes." This is just one line of causality—the particular process by which involvement with the experimenter operates might be quite different, but the basic idea would be similar. The commitment is to the particular person. This implies that the increase in compliance due to the first contact should occur primarily when both requests are made by the same person.

Another explanation in terms of involvement centers around the particular issue with which the requests are concerned. Once the subject has taken some action in connection

with an area of concern, be it surveys, political activity, or highway safety, there is probably a tendency to become somewhat more concerned with the area. The subject begins thinking about it, considering its importance and relevance to him, and so on. This tends to make him more likely to agree to take further action in the same area when he is later asked to. To the extent that this is the critical factor, the initial contact should increase compliance only when both requests are related to the same issue or area of concern.

Another way of looking at the situation is that the subject needs a reason to say "no." In our society it is somewhat difficult to refuse a reasonable request, particularly when it is made by an organization that is not trying to make money. In order to refuse, many people feel that they need a reason—simply not wanting to do it is often not in itself sufficient. The person can say to the requester or simply to himself that he does not believe in giving to charities or tipping or working for political parties or answering questions or posting signs, or whatever he is asked to do. Once he has performed a particular task, however, this excuse is no longer valid for not agreeing to perform a similar task. Even if the first thing he did was trivial compared to the present request, he cannot say he never does this sort of thing, and thus one good reason for refusing is removed. This line of reasoning suggests that the similarity of the first and second requests in terms of the type of action required is an important factor. The more similar they are, the more the "matter of principle" argument is eliminated by agreeing to the first request, and the greater should be the increase in compliance.

There are probably many other mechanisms by which the initial request might produce an increase in compliance. The second experiment was designed in part to test the notions described above, but its major purpose was to demonstrate the effect unequivocally. To this latter end it eliminated one of the important problems with the first study which was that when the experimenter made the second request he was not blind as to which condition the subjects were in. In this study the second request was always made

by someone other than the person who made the first request, and the second experimenter was blind as to what condition the subject was in. This eliminates the possibility that the experimenter exerted systematically different amounts of pressure in different experimental conditions. If the effect of the first study were replicated, it would also rule out the relatively uninteresting possibility that the effect is due primarily to greater familiarity or involvement with the particular person making the first request.

EXPERIMENT II

The basic paradigm was quite similar to that of the first study. Experimental subjects were asked to comply with a small request and were later asked a considerably larger request, while controls were asked only the larger request. The first request varied along two dimensions. Subjects were asked either to put up a small sign or to sign a petition, and the issue was either safe driving or keeping California beautiful. Thus, there were four first requests: a small sign for safe driving or for beauty, and a petition for the two issues. The second request for all subjects was to install in their front lawn a very large sign which said "Drive Carefully." The four experimental conditions may be defined in terms of the similarity of the small and large requests along the dimensions of issue and task. The two requests were similar in both issue and task for the small-sign, safe-driving group, similar only in issue for the safe-driving-petition group, similar only in task for the small "Keep California Beautiful" sign group, and similar in neither issue nor task for the "Keep California Beautiful" petition group.

The major expectation was that the three groups for which either the task or the issue were similar would show more compliance than the controls, and it was also felt that when both were similar there would probably be the most compliance. The fourth condition (Different Issue-Different Task) was included primarily to assess the effect simply of the initial contact which, although it was not identical to the second one on either issue or task, was in many ways quite

similar (e.g., a young student asking for cooperation on a noncontroversial issue). There were no clear expectations as to how this condition would compare to the controls.

METHOD

The subjects were 114 women and 13 men living in Palo Alto, California. Of these, 9 women and 6 men could not be contacted for the second request and are not included in the data analysis. The remaining 112 subjects were divided about equally among the five conditions (see Table 2). All subjects were contacted between 1:30 and 4:30 on weekday afternoons.

Two experimenters, one male and one female, were employed, and a different one always made the second contact. Unlike the first study, the experimenters actually went to the homes of the subjects and interviewed them on a face-to-face basis. An effort was made to select subjects from blocks and neighborhoods that were as homogeneous as possible. On each block every third or fourth house was approached, and all subjects on that block were in one experimental condition. This was necessary because of the likelihood that neighbors would talk to each other about the contact. In addition, for every four subjects contacted, a fifth house was chosen as a control but was, of course, not contacted. Throughout this phase of the experiment, and in fact throughout the whole experiment, the two experimenters did not communicate to each other what conditions had been run on a given block nor what condition a particular house was in.

The small-sign, safe-driving group was told that the experimenter was from the Community Committee for Traffic Safety, that he was visiting a number of homes in an attempt to make the citizens more aware of the need to drive carefully all the time, and that he would like the subject to take a small sign and put it in a window or in the car so that it would serve as a reminder of the need to drive carefully. The sign was 3 inches square, said "Be a safe driver," was on thin paper without a gummed backing, and in general looked rather amateurish and unattractive. If the subject agreed, he was given the sign and thanked; if he disagreed, he was simply thanked for his time.

The three other experimental conditions were quite similar with appropriate changes. The other organization was identified as the Keep California Beautiful Committee and its sign said, appropriately enough, "Keep California Beautiful." Both signs were simply black block letters on a white background. The two petition groups were asked to sign a petition which was being sent to California's United States Senators. The petition advocated support for any legislation which would promote either safer driving or keeping California beautiful. The subject was shown a petition, typed on heavy bond paper, with at least 20 signatures already affixed. If she agreed, she signed and was thanked. If she did not agree, she was merely thanked.

The second contact was made about 2 weeks after the initial one. Each experimenter was armed with a list of houses which had been compiled by the other experimenter. This list contained all four experimental conditions and the controls, and, of course, there was no way for the second experimenter to know which condition the subject had been in. At this second contact, all subjects were asked the same thing: Would they put a large sign concerning safe driving in their front yard? The experimenter identified himself as being from the Citizens for Safe Driving, a different group from the original safe-driving group (although it is likely that most subjects who had been in the safe-driving conditions did not notice the difference). The subject was shown a picture of a very large sign reading "Drive Carefully" placed in front of an attractive house. The picture was taken so that the sign obscured much of the front of the house and completely concealed the doorway. It was rather poorly lettered. The subject was told that: "Our men will come out and install it and later come and remove it. It makes just a small hole in your lawn, but if this is unacceptable to you we have a special mount which will make no hole." She was asked to put the sign up for a week or a week and a half. If the subject agreed, she was told that more names than necessary were being gathered and if her home were to be used she would be contacted in a few weeks. The experimenter recorded the subject's response and this ended the experiment.

RESULTS

First, it should be noted that there were no large differences among the experimental conditions in the percentages of subjects agreeing to the first request. Although somewhat more subjects agreed to post the "Keep California Beautiful" sign and somewhat fewer to sign the beauty petition, none of these differences approach significance.

The important figures are the number of subjects in each group who agreed to the large request. These are presented in Table 2. The figures for the four experimental groups include all subjects who were approached the first time, regardless of whether or not they agreed to the small request. As noted above, a few subjects were lost because they could not be reached for the second request, and, of course, these are not included in the table.

It is immediately apparent that the first request tended to increase the degree of compliance with the second request. Whereas fewer than 20% of the controls agreed to put the large sign on their lawn, over 55% of the experimental subjects agreed, with over

TABLE 2
PERCENTAGE OF SUBJECTS COMPLYING WITH
LARGE REQUEST IN EXPERIMENT II

Issue ^a	Task ^b			
	Similar	<i>N</i>	Different	<i>N</i>
Similar	76.0**	25	47.8*	23
Different	47.6*	21	47.4*	19

One-Contact 16.7 (*N* = 24)

Note.—Significance levels represent differences from the One-Contact condition.

^a Denotes relationship between first and second requests.

* $p < .08$.

** $p < .01$.

45% being the lowest degree of compliance for any experimental condition. As expected, those conditions in which the two requests were similar in terms of either issue or task produced significantly more compliance than did the controls (χ^2 's range from 3.67, $p < .07$ to 15.01, $p < .001$). A somewhat unexpected result is that the fourth condition, in which the first request had relatively little in common with the second request, also produced more compliance than the controls ($\chi^2 = 3.40$, $p < .08$). In other words, regardless of whether or not the two requests are similar in either issue or task, simply having the first request tends to increase the likelihood that the subject will comply with a subsequent, larger request. And this holds even when the two requests are made by different people several weeks apart.

A second point of interest is a comparison among the four experimental conditions. As expected, the Same Issue-Same Task condition produced more compliance than any of the other two-contact conditions, but the difference is not significant (χ^2 's range from 2.7 to 2.9). If only those subjects who agreed to the first request are considered, the same pattern holds.

DISCUSSION

To summarize the results, the first study indicated that carrying out a small request increased the likelihood that the subject would agree to a similar larger request made by the same person. The second study showed that this effect was quite strong even when a different person made the larger request,

and the two requests were quite dissimilar. How may these results be explained?

Two possibilities were outlined previously. The matter-of-principle idea which centered on the particular type of action was not supported by the data, since the similarity of the tasks did not make an appreciable difference in degree of compliance. The notion of involvement, as described previously, also has difficulty accounting for some of the findings. The basic idea was that once someone has agreed to any action, no matter how small, he tends to feel more involved than he did before. This involvement may center around the particular person making the first request or the particular issue. This is quite consistent with the results of the first study (with the exception of the two control groups which as discussed previously were rather ambiguous) and with the Similar-Issue groups in the second experiment. This idea of involvement does not, however, explain the increase in compliance found in the two groups in which the first and second request did not deal with the same issue.

It is possible that in addition to or instead of this process a more general and diffuse mechanism underlies the increase in compliance. What may occur is a change in the person's feelings about getting involved or about taking action. Once he has agreed to a request, his attitude may change. He may become, in his own eyes, the kind of person who does this sort of thing, who agrees to requests made by strangers, who takes action on things he believes in, who cooperates with good causes. The change in attitude could be toward any aspect of the situation or toward the whole business of saying "yes." The basic idea is that the change in attitude need not be toward any particular issue or person or activity, but may be toward activity or compliance in general. This would imply that an increase in compliance would not depend upon the two contacts being made by the same person, or concerning the same issue or involving the same kind of action. The similarity could be much more general, such as both concerning good causes, or requiring a similar kind of action, or being made by pleasant, attractive individuals.

It is not being suggested that this is the

only mechanism operating here. The idea of involvement continues to be extremely plausible, and there are probably a number of other possibilities. Unfortunately, the present studies offer no additional data with which to support or refute any of the possible explanations of the effect. These explanations thus remain simply descriptions of mechanisms which might produce an increase in compliance after agreement with a first request. Hopefully, additional research will test these ideas more fully and perhaps also specify other manipulations which produce an increase in compliance without an increase in external pressure.

It should be pointed out that the present studies employed what is perhaps a very special type of situation. In all cases the requests were made by presumably nonprofit service organizations. The issues in the second study were deliberately noncontroversial, and it may be assumed that virtually all subjects initially sympathized with the objectives of safe driving and a beautiful California. This is in strong contrast to campaigns which are designed to sell a particular product, political candidate, or dogma. Whether the technique employed in this study would be successful in these other situations remains to be shown.

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