

PERSUASION ASSIGNMENT RESULTS

PSYCHOLOGY 360

SPRING 2023

METHOD

- On average, people asked 5.68 people (ranged from 5 to 16)
- On average, students raised **\$21.67**

- **Door-in-the-face Condition**
 - $n = 106$
- **Control Condition**
 - $n = 114$

RESULTS



We raised a total of \$4,737.81

Everyone gets 3 extra credit points!

RESULTS

\$4,737.81 raised

= 2,369 meals

\$2 per meal

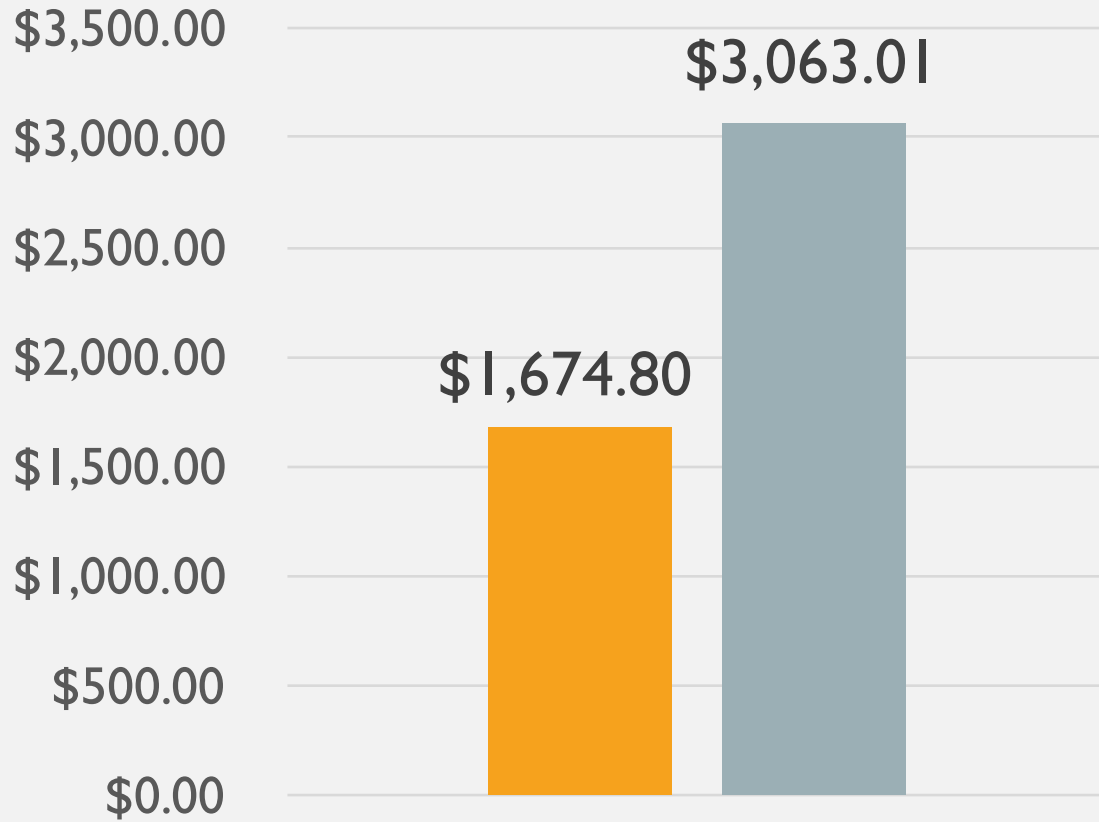
- Charity Navigator says that the Community Foodbank of Southern Arizona can provide a meal to a person in need for about **\$2** (including all overhead costs)



**DID THE DOOR-IN-THE-FACE
TECHNIQUE WORK?**

RESULTS

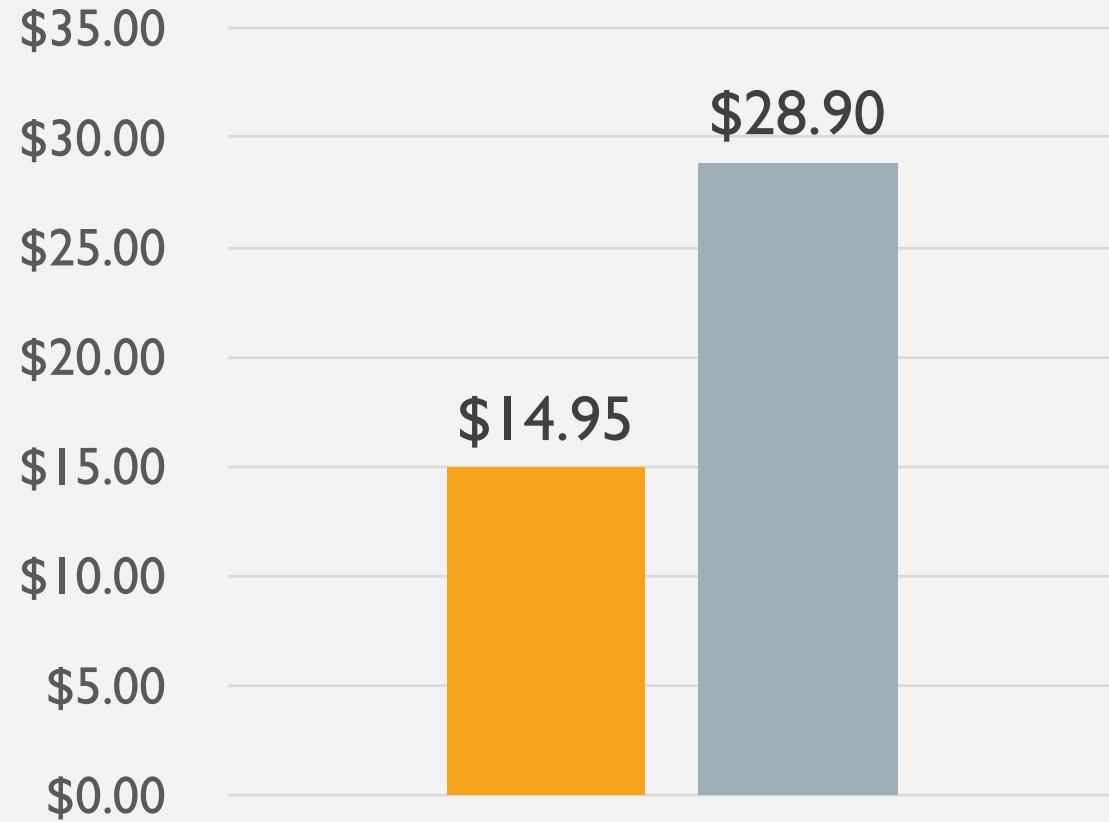
Total Amount Raised



Control Door-in-the-Face

$z = 37.53, p < .001$

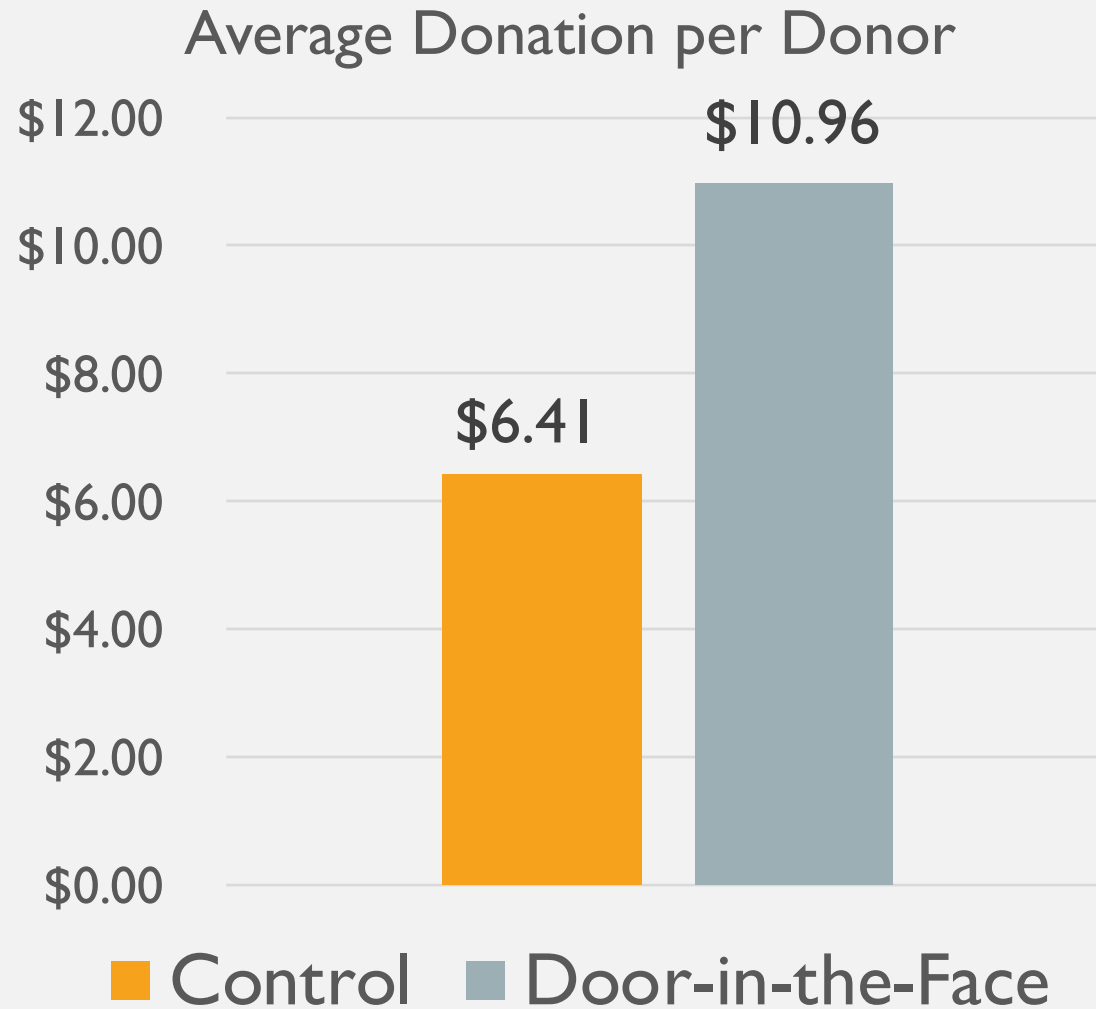
Average Amount Raised



Control Door-in-the-Face

$t(216) = 3.36, p < .001, d = .46$

RESULTS



$t(172) = 4.24, p < .001, d = .64$