

## VIDEO ACTIVITY

<https://www.youtube.com/watch?v=cFdCzN7RYbw>

### CHOOSE THE BEST OPTION IN EACH CASE

1.- According to the video, why do people need shortcuts or rules of thumb in decision-making?

- a) Because they don't have enough information to make decisions.
- b) Because they want to make decisions quickly.
- c) Because they want to be influenced by others.
- d) Because they want to avoid making decisions.

2.- What are the six universal shortcuts mentioned in the video that guide human behavior?

- a) Consensus, Reciprocity, Scarcity, Authority, Liking, and Consistency.
- b) Authority, Scarcity, Consistency, Consensus, Reciprocity, and Liking.
- c) Liking, Reciprocity, Authority, Scarcity, Consensus, and Consistency.
- d) Scarcity, Liking, Consistency, Consensus, Reciprocity, and Authority.

3.- According to the principle of reciprocity, what are people more likely to do when they owe someone?

- a) They are more likely to say no to their request.
- b) They are more likely to ignore their request.
- c) They are more likely to say yes to their request.
- d) They are more likely to postpone their request.

4.- How does the principle of scarcity influence people's behavior, as mentioned in the video?

- a) People want more of what is unique and limited.
- b) People want less of what is easily accessible.
- c) People want more of what is readily available.
- d) People want less of what is valuable and expensive.

5.- According to the video, why is it important to establish authority before attempting to influence others?

- a) It helps build trust and credibility.
- b) It ensures immediate compliance.
- c) It creates a sense of obligation.

d) It guarantees personal gain.

6.- What does the principle of consistency suggest about human behavior?

- a) People like to be consistent with their previous actions.
- b) People like to be unpredictable in their decision-making.
- c) People prefer to change their minds frequently.
- d) People tend to follow the majority opinion.

7.- Which factors contribute to liking someone, as mentioned in the video?

- a) Compliments, cooperation, and differences.
- b) Similarity, compliments, and cooperation.
- c) Differences, authority, and cooperation.
- d) Similarity, differences, and authority.

8.- How does the principle of consensus influence people's behavior?

- a) People imitate the actions of others when they are uncertain.
- b) People tend to resist following others' behaviors.
- c) People are influenced by the opinions of experts.
- d) People seek consensus when making decisions.

9.- What was the most effective message used to increase towel reuse in hotels, according to the video?

- a) "Please reuse your towels for the environment."
- b) "Most guests reuse their towels during their stay."
- c) "Don't be wasteful, reuse your towels."
- d) "Towel reuse helps save resources."

10.- How can the six principles of persuasion mentioned in the video be applied ethically?

- a) By manipulating people's choices and decisions.
- b) By forcing people to comply with requests.
- c) By using personalized and unexpected gestures.
- d) By emphasizing the scarcity of a product or service.