

Researchers who **1** people have **2** up with **3** clever ways **4** study favors. **5** information collected **6** these studies **7** us interesting **8** about the **9** people think **10** favors.

One **11** the most **12** studies was **13** by a **14** of business **15** Stanford University. **16** professor's name **17** Franck Flynn. **18** the study **19** he set **20**, Flynn found **21** couple of **22** things. First, **23** found that **24** people think **25** generally don't **26** to help **27**. How did **28** figure this **29**? He asked **30** people who **31** helping in **32** research to **33** how many **34** they would **35** to ask **36** a favor. **37** example, he **38** his helpers **39** guess how **40** people out **41** ten or **42** would agree **43** do a **44**. The kinds **45** favors in **46** study were **47** like filling **48** a survey, **49** a cell **50**, or guiding **51** to some **52** on campus. **53** favor-askers **54** guessed that **55** would have **56** ask a **57** of people **58** they found **59** certain number **60** would say **61**. But they **62** wrong. After **63** the research, **64** favor-askers **65** that a **66** more people **67** yes than **68** thought. Another **69** thing that **70** found in **71** research was **72** power of **73** word "favor." **74** using that **75** seemed to **76** it more **77** for people **78** agree to **79**. For example, **80** the asker **81** asked people **82** fill out **83** survey, only **84** percent of **85** people agreed **86** do it. **87** then Flynn **88** his helpers **89** change the **90**. He told **91** to ask **92**, "Can you **93** me a **94** and fill **95** this survey?" **96** the helpers **97** that, over **98** percent of **99** people agreed **100** do it!