

Influence

Chapter 6: **AUTHORITY**

Directed Deference

Follow an expert.

—VIRGIL

Public Announcement

**WE WILL PAY YOU \$4.00 FOR
ONE HOUR OF YOUR TIME**

Persons Needed for a Study of Memory

*We will pay five hundred New Haven men to help us complete a scientific study of memory and learning. The study is being done at Yale University.

*Each person who participates will be paid \$4.00 (plus 50c carfare) for approximately 1 hour's time. We need you for only one hour: there are no further obligations. You may choose the time you would like to come (evenings, weekdays, or weekends).

*No special training, education, or experience is needed. We want:

Factory workers	Businessmen	Construction workers
City employees	Clerks	Salespeople
Laborers	Professional people	White-collar workers
Barbers	Telephone workers	Others

All persons must be between the ages of 20 and 50. High school and college students cannot be used.

*If you meet these qualifications, fill out the coupon below and mail it now to Professor Stanley Milgram, Department of Psychology, Yale University, New Haven. You will be notified later of the specific time and place of the study. We reserve the right to decline any application.

*You will be paid \$4.00 (plus 50c carfare) as soon as you arrive at the laboratory.

TO:
PROF. STANLEY MILGRAM, DEPARTMENT OF PSYCHOLOGY,
YALE UNIVERSITY, NEW HAVEN, CONN. I want to take part in
this study of memory and learning. I am between the ages of 20 and
50. I will be paid \$4.00 (plus 50c carfare) if I participate.

NAME (Please Print).

ADDRESS

TELEPHONE NO. Best time to call you

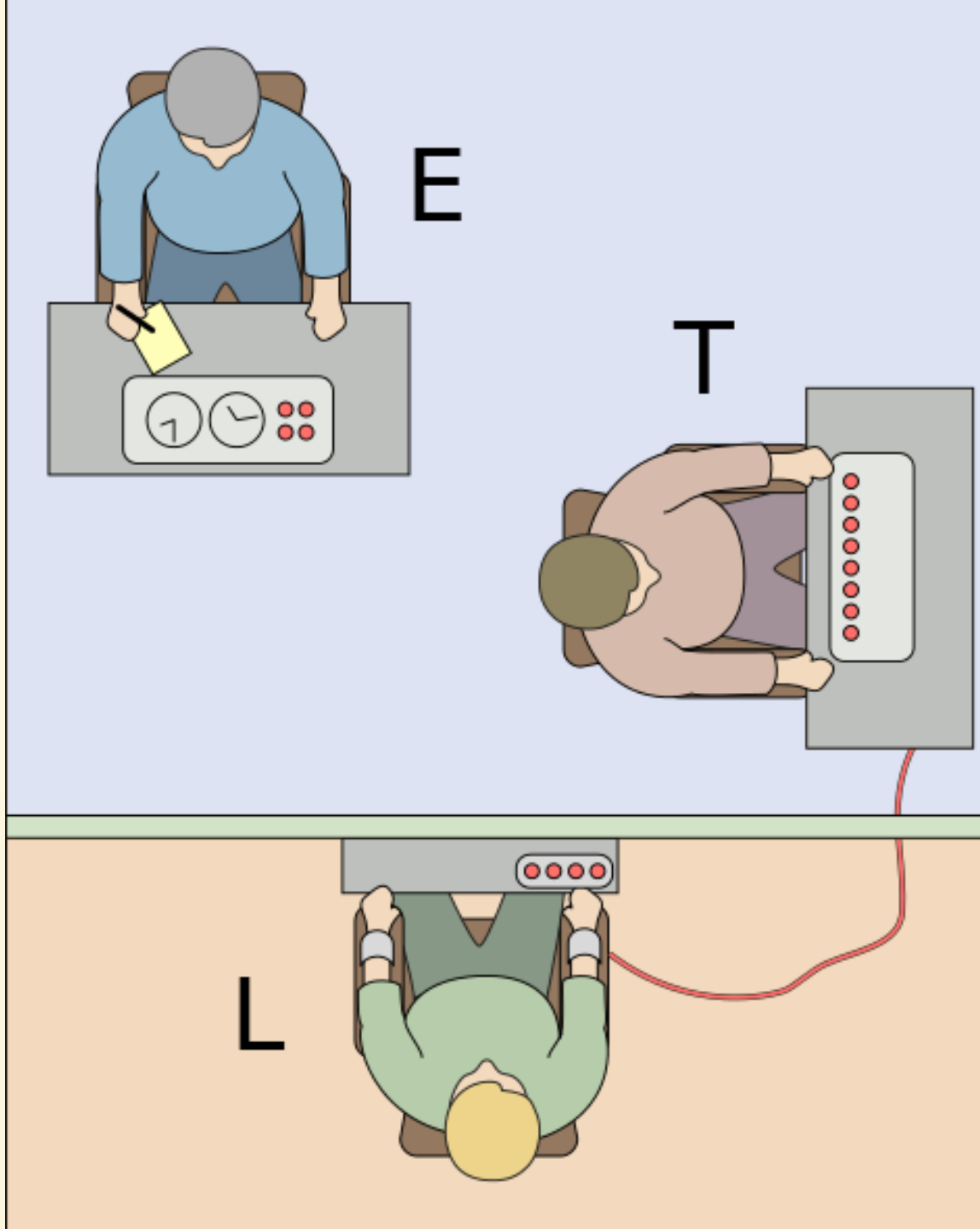
AGE OCCUPATION SEX

CAN YOU COME:

WEEKDAYS EVENINGS WEEKENDS

Milgram Experiment (1/4)

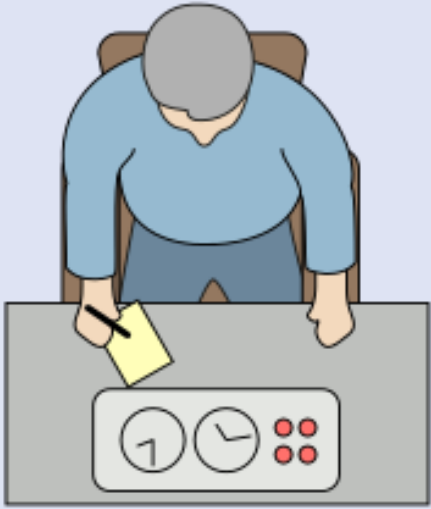
- an hour-long session.
- a study of how punishment affects learning and memory (a fake)



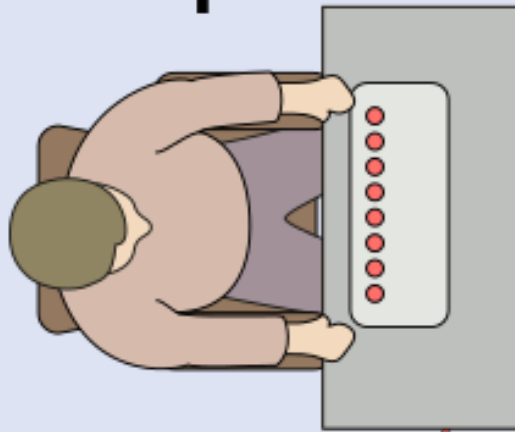
Milgram Experiment (2/4)

- one **Learner**: have the task of learning pairs of words in a long list until each pair can be recalled perfectly
- one **Teacher**: to test the Learner's memory and to deliver increasingly strong electric shocks for every mistake

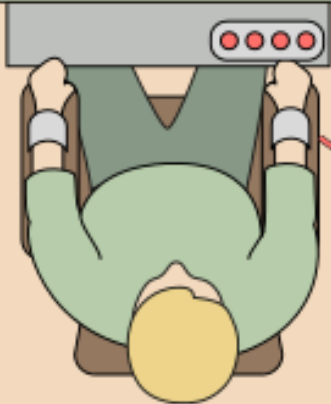
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Milgram Experiment (3/4)

- with each error Learner make, the shock increases by 15 volts.

Milgram Experiment (4/4)

- The actual purpose of Milgram's study, then, had nothing to do with the effects of punishment on learning and memory.
- Rather, it involved an entirely different question: **When it is their job, how much suffering will ordinary people be willing to inflict on an entirely innocent other person?**



CONNOTATION, NOT CONTENT

- **Con artists**, for example, drape themselves with the **titles, clothes, and trappings** of authority.

CONNOTATION, NOT CONTENT

- This tells us something important about unthinking reactions to authority figures. When in a click, whirr mode, we are often as vulnerable to the symbols of authority as to the substance.

Titles

- Titles are simultaneously the most difficult and the easiest symbols of authority to acquire. To earn one normally takes years of work and achievement.

Clothes

- A second kind of authority symbol that can trigger our mechanical compliance is clothing. Though more tangible than a title, the cloak of authority is every bit as fakable.

Trappings



Aside from its function in uniforms, clothing can symbolize a more generalized type of authority when it serves an ornamental purpose. Finely styled and expensive clothes carry an aura of status and position, as do trappings such as jewelry and cars.

PORT OF LONDON AUTHORITY

The image shows the exterior of the Port of London Authority building, a grand neoclassical structure. The building features a prominent central section with a large, rectangular stone panel containing the text "PORT OF LONDON AUTHORITY" in green, serif capital letters. Above this panel is a row of nine windows with white frames and blue panes. The ground floor is characterized by a series of five large, arched openings, each with a dark, reflective glass door. The building is flanked by two smaller, classical-style wings. In the foreground, a paved area is partially obstructed by several large, dark, rectangular concrete blocks and some red plastic barriers. A few people are visible walking on the sidewalk, and a black car is parked on the left. The sky is clear and blue.

Marketing Strategy (1/6)

- [Decoding The Authority Marketing Model Of Content Marketing](#)
 - Being a thought leader
 - Dig into your own proprietary data
 - Creating tools and metrics for your industry



If You Don't Study

You Shall Not Pass!

Marketing Strategy (2/6)

- [Authority Marketing Playbook](#)
 - 3 TYPES OF AUTHORITY
 - Best in Class
 - The Simplifier
 - The Innovator
 - The secret sauce that makes you an authority is **personality**—or under Cialdini's principles of persuasion, likeability, and consistency.

Marketing Strategy (3/6): 18 Authority Plays

- EDUCATION & CAREER (1/2)
 - 1. Go to a big-name school
 - 2. Get an advanced degree
 - 3. Become certified
 - 4. Sell a company
 - 5. Hold a high-level position at a well-known company

Marketing Strategy (4/6): 18 Authority Plays

- EDUCATION & CAREER (2/2)
 - 6. Found or join a venture-backed start up
 - 7. Launch a successful public project
 - 8. Teach
 - 9. Existing content

Marketing Strategy (5/6): 18 Authority Plays

- CONTENT & COMMUNITY (1/2)
 - 10. Host a podcast
 - 11. Publish a newsletter
 - 12. Publish a blog
 - 13. Publish a book
 - 14. Create an online course

Marketing Strategy (6/6): 18 Authority Plays

- CONTENT & COMMUNITY (2/2)
 - 15. Write for a well-known publication
 - 16. Speak to groups
 - 17. Be featured
 - 18. Become active and/or well-known in your community



About Me

Ernest Chiang

AWS Community Hero.

Doing product and technology integration in fitness industry.

Worked on process integration engineering in semiconductor industry.

Thank you

<https://www.ernestchiang.com>

@dwchiang

#CrossFieldIntegration

#TechnicalManagement

#Bluetooth

#AWS

Images Sources & References

- Milgram Experiment
 - https://en.wikipedia.org/wiki/Milgram_experiment
- Movie: <[Catch Me If You Can](#)> (movie in 2002) (plot in 1963)
- Trappings
 - Photo by [Markus Spiske](#) on [Unsplash](#)
- Port of London Authority
 - Former Port of London Authority cold store, Smithfield. Built in Classical style in 1914 to the designs of T.H. Smith. Inscription in mosaic. <https://www.geograph.org.uk/photo/2547221>