

DOOR-IN-THE-FACE TECHNIQUE

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The Door-in-the-Face Technique (DITF) is a commonly used persuasion technique in which a person is asked for an extreme request first, with the expectation that the person will reject it, then a more reasonable request is offered. This technique has been studied extensively in psychology, and has been found to be an effective way of increasing compliance with a desired request (Cialdini, Kallgren, & Reno, 1991).

The technique works by capitalizing on the psychological principle of reactance, which is the tendency of people to react against requests that are perceived as overly controlling (Cialdini et al., 1991). Reactance is sparked when people feel their freedom of choice is being taken away, and is often accompanied by feelings of anger and resentment. When faced with an extreme request, people are more likely to reject the request and feel a sense of relief that their freedom has been preserved. In the case of the DITF technique, this sense of relief is then used to increase the chances that the person will comply with the more reasonable request that follows.

Studies have shown that the DITF technique is more effective when the extreme request is seen as legitimate and the person is given a sense of control over the situation (Cialdini et al., 1991). For example, if the person is given the opportunity to explain why they cannot comply with the extreme request, this can increase the chances that they will comply with the more reasonable request. Furthermore, research has also found that the DITF technique is more effective when the extreme request is seen as more difficult to comply with (Cialdini et al., 1991).

In conclusion, the Door-in-the-Face technique is a powerful persuasion technique that has been found to be effective in increasing compliance with desired requests. It works by capitalizing on the psychological principle of reactance, and is most effective when the extreme request is seen as legitimate and difficult to comply with.

References

Cialdini, R. B., Kallgren, C. A., & Reno, R. R. (1991). A focus theory of normative conduct: Recycling the concept of norms to reduce littering in public places. *Journal of Personality and Social Psychology*, 58(6), 1015-1026.