

Using Cialdini's Principles of Persuasion to Overcome Inertia and Build Cultures of Interdisciplinarity

The promotion of interdisciplinary approaches to teaching and learning requires high levels of influence over colleagues and organisations. Use these principles to put in place the foundation stones for effective inter-disciplinary teaching teams...

<i>Principle</i>	<i>Summary</i>	<i>Prompt</i>
Reciprocity	Obligation to give back what has first been received	<ul style="list-style-type: none"> • How can you take a lead in the creation of ID teaching and learning teams? Volunteer expertise, share connections? • How can you be the first to 'give' to the collaborative relationship? • How might you personalise your 'giving' so it resonates with your collaborators? • How can you get to know your collaborators more closely?
Scarcity (Rule of the few)	People want more of those things they can have less of	<ul style="list-style-type: none"> • Do you really understand the uniqueness of your interdisciplinary offer? • What will people stand to lose if they fail to consider your proposal?
Authority	People follow the lead of credible, knowledgeable experts	<ul style="list-style-type: none"> • Do you consider yourself an interdisciplinary teaching and learning specialist? • How can you advance from being an interested supporter to a wholehearted advocate and knowledgeable expert in this field? • How can you clearly articulate the added value you will bring to any interdisciplinary collaboration?
Commitment and Consistency	People like to be consistent with the things they have previously said or done	<ul style="list-style-type: none"> • How can you encourage others to move themselves (however slightly) towards an interdisciplinary teaching and learning environment? • What are the small steps colleagues in your institution might take to move towards interdisciplinarity? • How might you enshrine these small steps so they become the norm?
Liking (Directed deference)	People prefer to say 'yes' to those that they like	<ul style="list-style-type: none"> • What areas of common purpose do you share with potential collaborators? • How can you develop genuine respect for those you wish to influence?
Consensus (Social proof)	Especially when they are uncertain people will look to the actions and behaviours of others to determine their own	<ul style="list-style-type: none"> • How aware are you of other interdisciplinary teaching programmes in your institution/discipline? • What do you know of interdisciplinary teaching and learning in the field of your potential collaborators? • How can you use that knowledge to influence others to become involved?

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