

A Brief Guide to Convincing Total Strangers to Do Your Bidding

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New York Magazine:

The worst has happened: Your phone has died. This would typically be only a minor nuisance, but, as it happens, today you need to make just *one* tiny but necessary phone call while you are out and about. Your options, it seems, are these: Either you don't make the call, or you weird out a stranger by asking to borrow their phone. Most likely, you will go for the former, because the latter might actually kill you. And, anyway, who would ever agree to let you use their phone?

More people than you think, probably, argues Cornell University organizational psychologist Vanessa K. Bohns.

Read the whole story: [New York Magazine](#)