

Article: *Click: The Power of Similarities (Names)*

Exercise 1: Read the article

1 You have probably had an experience similar to this. You are at a party or at a new job or you just joined a club or sports team, and there are people there whom you haven't met before. You say hello to one of these "new" people, and the two of you are suddenly having an enjoyable conversation. And from this conversation, the two of you begin to have a special friendship that lasts a long time.

2 Another way to describe what happened between the two of you is to say that the two of you "clicked" with each other. This doesn't only happen between a boy and girls who start to fall in love. It can happen between any two people who become friends.

3 In their book, *Click: The Magic of Instant Connections*, the authors, Ori Brafman and Rom Brafman, look at what causes two people to click. It's not surprising to learn that if two people share common interests like playing tennis, or watching comedy movies, or listening to jazz or studying psychology, there is a good chance that they will like each other. However, the authors found that some less obvious similarities between two people can help develop a connection.

4 In one experiment, some women were invited to participate in a study. They met in a lab and were told that they were going to participate in a creative experiment. However, the true purpose of the study

wasn't about creativity. At the end of the "false" study, the women left the lab, and as they were leaving, they saw a table where some volunteers were raising money for a charity. Each woman was approached by one of the volunteers who asked her if she would like to donate to the charity. On average, each woman donated one dollar.

5 The researchers then repeated the experiment but changed it a bit. As before, the women in this study (who were different from the ones in the first one) were invited to participate in a study about creativity. And, just like in the first study, as they were leaving the lab, a volunteer approached each one to ask for a donation. However, this time there was a difference. The volunteer who asked for a donation wore a name tag with the same name as the woman. For example, if Cindy had just left the lab, the charity volunteer wore a name tag that showed that her name, also, was Cindy. Likewise, Susan would meet someone named Susan.

6 Interestingly, when the volunteer and the women who were the subjects of the study had the same name, the women *doubled* their donations. On average, they gave \$2.07.

7 Brafman explained that if we see that someone is part of our in-group—people who share something in common with—we become kinder to them. It's easier for us to like that person.