



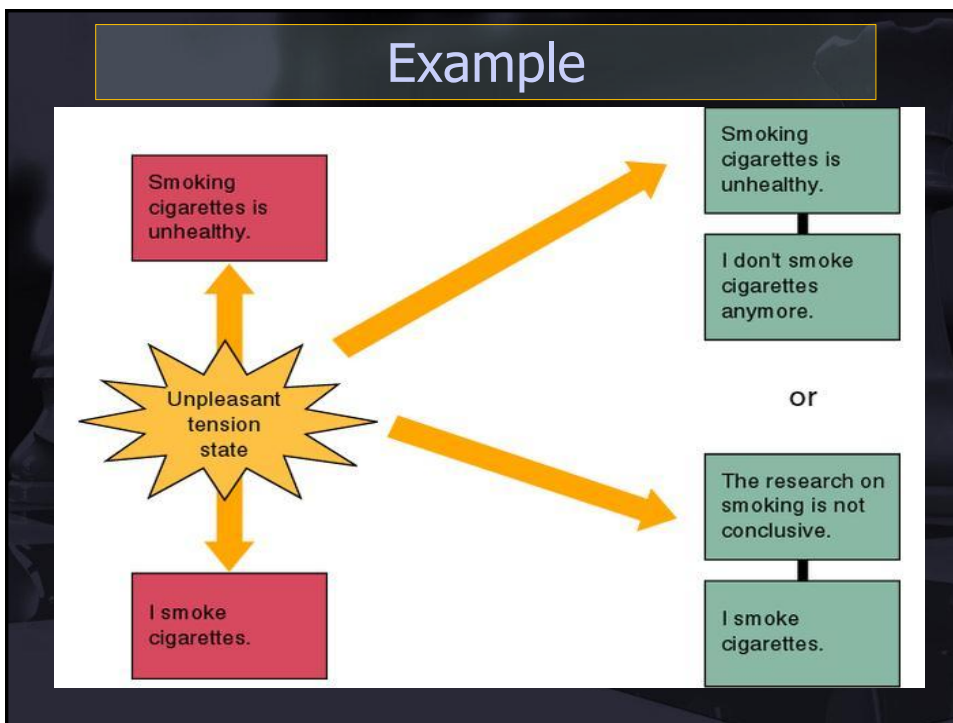
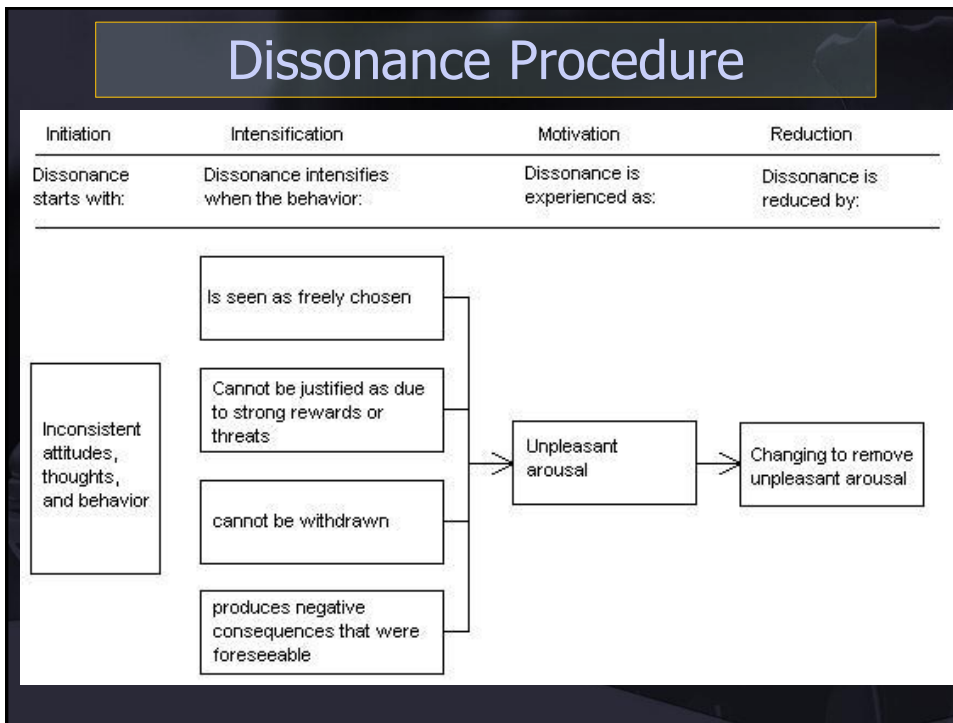
Cognitive Dissonance

- **Cognition** is any knowledge, opinion, or belief about oneself, or about other's behavior, or about the environment.
- **Dissonance** is the existence of non-fitting relations among cognitions (negative drive state).
- **Cognitive dissonance** is the theory implying that dissonance is psychologically uncomfortable and an individual will seek to reduce it, (Festinger, 1957).

- *\$1 vs. \$20 experiment*

When you start feeling uncomfortable, stop and see if you can find the inner conflict. Then notice how that came about. If it was somebody else who put that conflict there, you can decide not to play any more with them.

The slide features a dark background with a chessboard and chess pieces. The title 'Cognitive Dissonance' is in a white box at the top. Below it, three bullet points define cognition, dissonance, and cognitive dissonance. A fourth bullet point mentions a '\$1 vs. \$20 experiment'. At the bottom, a yellow text block provides advice on handling discomfort. A small black square is visible on the right side of the slide.



## Predecisional Dissonance

- 1) After playing some sort of biased / stereotyped behaviors, if people feel guilty, they try to reduce their dissonance by acting more liberated.

“I am a good wo/man”.

This is called **bolstering**.

- 2) The more people pay for something, the more they should see value in it and feel pressure to continue buying it.

## Postdecisional Dissonance

- Brehm (1956) asked shoppers to rate the attractiveness of household appliances. They were then allowed to choose, as a gift, between two appliances they had rated equally attractive. Twenty minutes later, they were asked to re-evaluate the appliances. Guess what? **They now rated their gift somewhat more highly.**

- If you want someone to believe or feel something about themselves, first get them to do it. This works best when they have no particular view about the area in question, (**self – perception theory**).

- **When you want people to do something of which they do not approve**, start small. Get them to do something similar in a very small way, downplaying it. Then let them know of what they have really done.

- **To stop someone doing something**, don't threaten massive punishment. Threaten only just enough (or use some other minimal technique) to stop them for a while. Eventually, they will give up voluntarily.