

The Need to Justify

Cognitive Dissonance Theory

Agree or disagree?

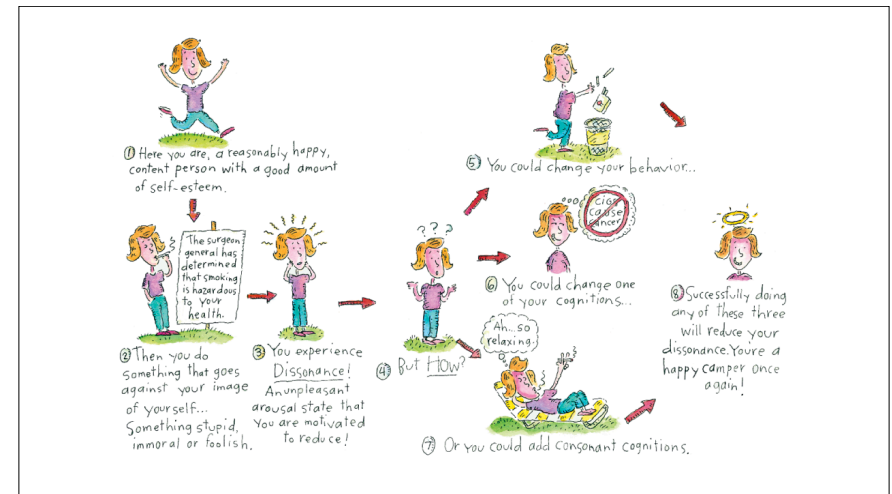
- Engaging in regular physical exercise 3 times a week promotes good health.
- Eating 5 servings of fruits and vegetables every day promotes good health.

Do you:

- Engage in regular physical exercise 3 times a week?
- Eat 5 servings of fruits and vegetables every day?

- A boy and his father...
- The doctor was his mother.

- Cognitive dissonance



- Post-decision dissonance
- Lowballing
- Commitment
- Dollar auction

- Festinger & Carlsmith (1959)
- Justification of effort
- Insufficient justification
- Counter-attitudinal advocacy
- Using hypocrisy to motivate change

