

ATTITUDES BELIEF CONSISTENCY



Subject : Social Psychology (MPF 1703)

Date : 29 November 2011

Lecturer : Prof. Madya Dr. Azizi bin Yahaya



Group Members:

- 1) Wan Mas Aini binti Mohd Idrus
- 2) Nur Aida binti Alias
- 3) Siti Salimah binti Abdul Hamid
- 4) Siti Rohani binti Mahat

CONSISTENCY

Definition :

- The property of holding together and retaining its shape

Example :

- My enemy's enemy is my friend

Basic Assumptions of Consistency Theories

People expect and prefer consistency

Inconsistency causes psychological discomfort and tension

Individuals are motivated to restore cognitive consistency

Theories of Consistency



Balance Theory (P-O-X Theory)



Cognitive Dissonance Theory