

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

Cognitive Dissonance Theory

Inconsistencies produce psychological discomfort, leading people to rationalize their behavior or change their attitudes

Refers to unpleasant state when attitude and behavior are inconsistent

Cognitive Dissonance Theory

It causes people to rationalize their behavior and bring their attitude into line with actions

People have stronger desire to be viewed as consistent by others

Cognitive Dissonance Example

Someone buys expensive cars but discovers that it is not comfortable on long drives



Dissonance

Belief bought good car = comfortable

Eliminate Dissonance

- * The car is mainly used for short trips
- * Focusing on the car strength
- * Getting rid of the car

Cognitive Dissonance Example

Someone who smokes cigarettes discovers that it is harmful for health



Dissonance

Belief smoking = doesn't effect health

Eliminate Dissonance

* Justify smoking isn't harmful