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

Cognitive Dissonance Theory

Refers to an 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

**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

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