

Self-justification

- I. Dissonance
 - A. 3 ways to reduce it

- II. Common Forms of Dissonance
 - A. Counter-attitudinal advocacy (Justifying our behavior)
 - 1. Brehm & Cohen (1962)
 - 2. Behaviorism
 - 3. Insufficient justification
 - 4. Recent applications

 - B. Post-decision Dissonance (Justifying our decisions)
 - 1. Brehm (1956)

 - C. Justifying our effort – nicely covered in textbook

- III. New applications
 - A. Self-evaluation maintenance
 - B. 3 possible outcomes