

Self-Justification

- I. Dissonance
 - A. What is it?
 - B. 3 ways to reduce
 - C. Why care?

- II. Common Forms of Dissonance
 - A. Counter-attitudinal Advocacy (justifying our behavior)
 - 1. Brehm & Cohen (1962) Yale police study
 - 2. Predictions from behaviorism
 - 3. Insufficient justification
 - 4. Recent applications

 - B. Post-decisional dissonance (justifying our decisions)
 - 1. Brehm (1956) door-to-door appliance study

 - C. Post-effort dissonance (justifying our effort)
 - 1. Aronson & Mills (1959) sex group experiment

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