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