



COGNITIVE DISSONANCE

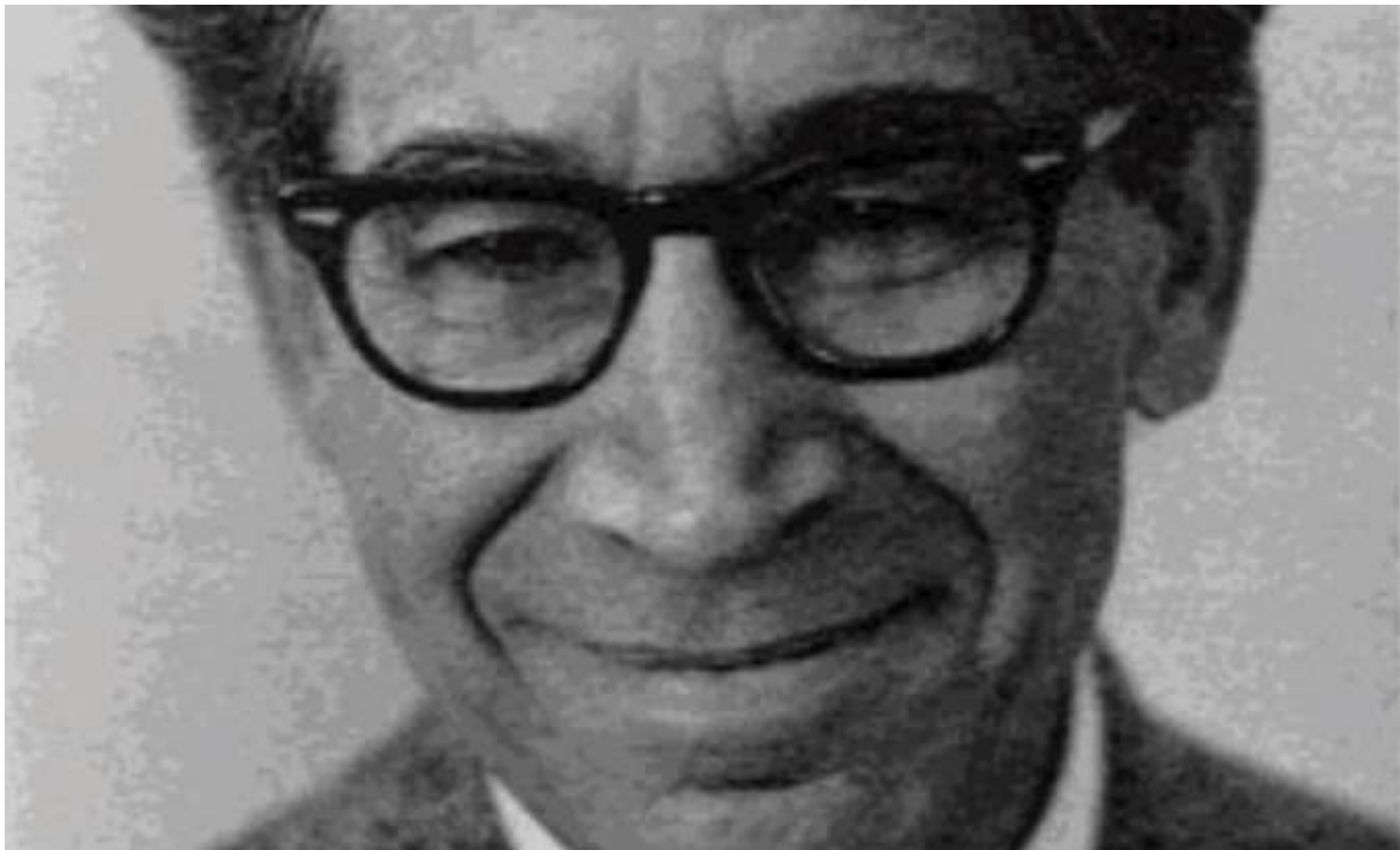
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SFFG 113 – Forestry Extension

COGNITIVE DISSONANCE



- Distressing mental state caused by inconsistency between a person's two beliefs or belief and an action.
- This is the feeling of uncomfortable tension which comes from holding two conflicting thoughts in the mind at the same time.
- refers to a situation involving *conflicting attitudes*, beliefs or behaviors.

Leon Festinger was an American social psychologist, perhaps best known for cognitive dissonance and social comparison theory.



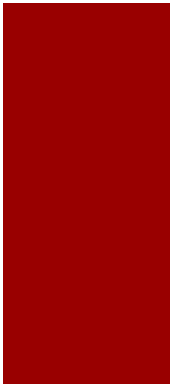


Dissonance increases with:

- The importance of the subject to us.
- How strongly the dissonant thoughts conflict.
- Our inability to rationalize and explain away the conflict.



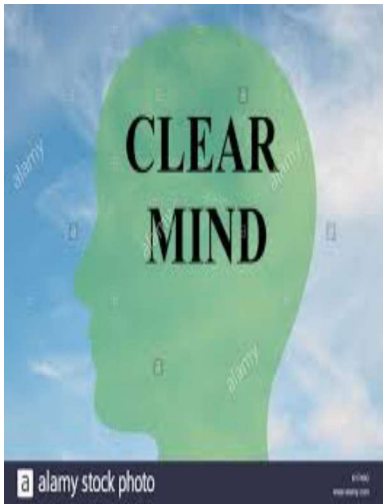
- Cognitive dissonance is a very powerful motivator
- Often lead us to change one or other of the conflicting belief or action. The discomfort often feels like a tension between the two opposing thoughts.

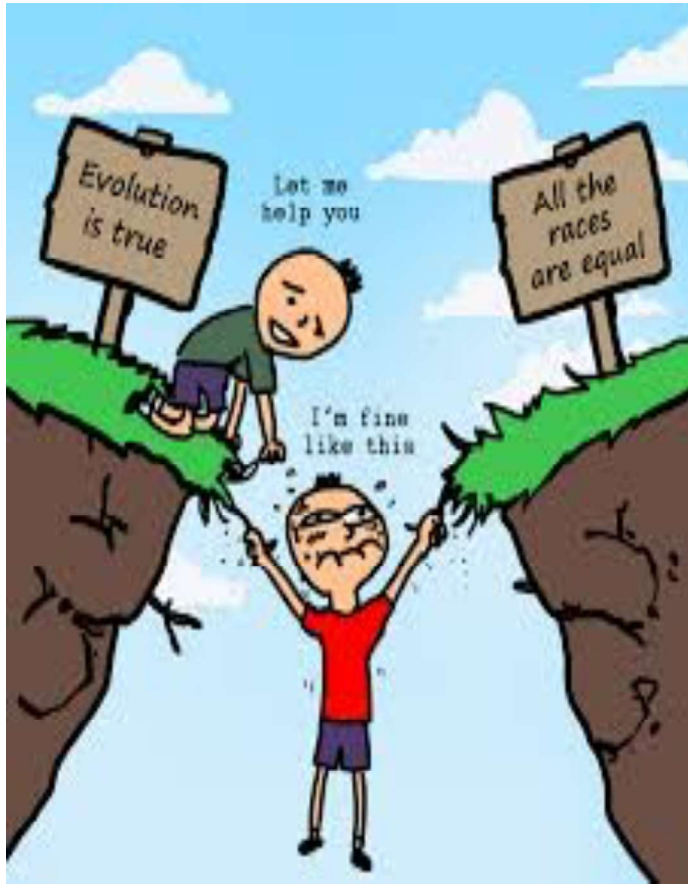




Three ways to reduce dissonance:

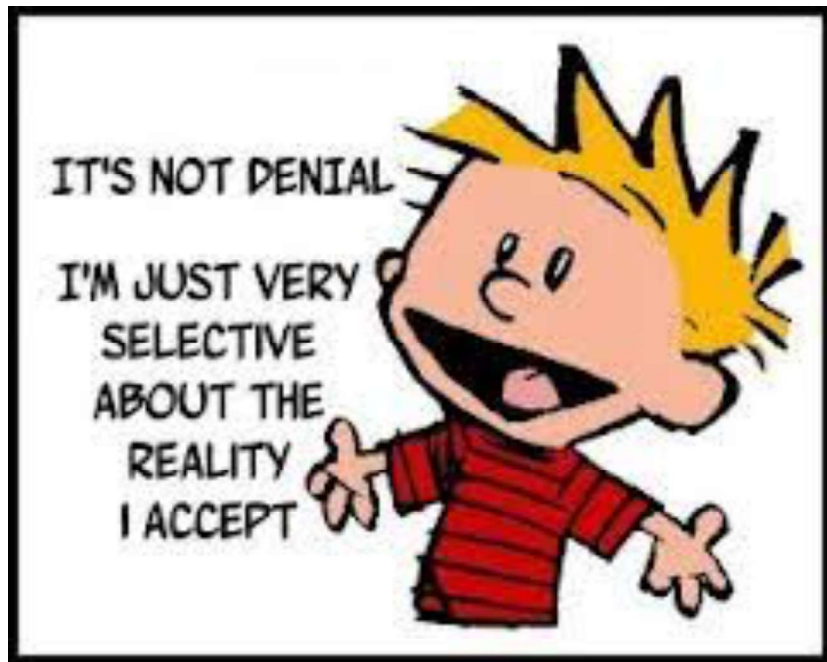
- Change our behavior.
- Acquire new information
- Reduce the importance of cognition





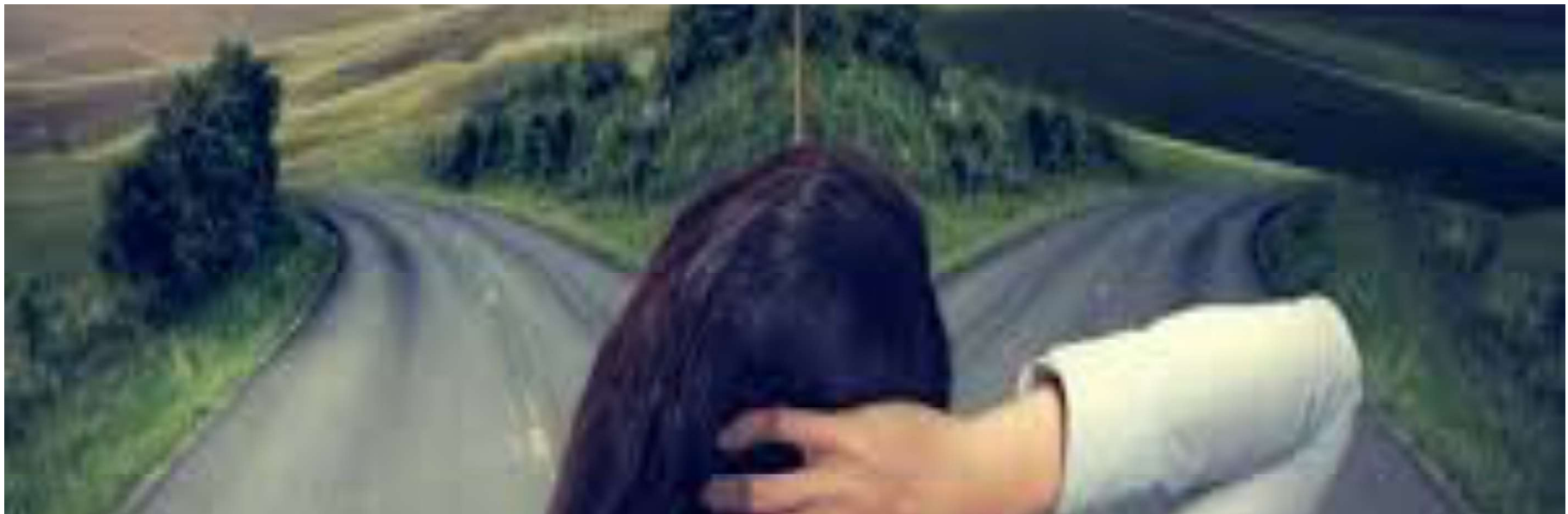
- When there is an inconsistency between attitudes or behaviors (dissonance), something must change to eliminate the dissonance.
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- In the case of a discrepancy between attitudes and behavior, it is most likely that the attitude will change to accommodate the behavior.



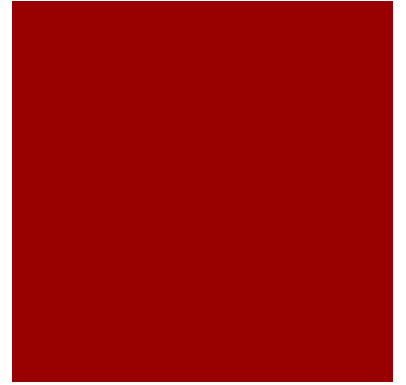


- Dissonance is most powerful when it is about our self-image.
- If an action has been completed and cannot be undone, then the after-the-fact dissonance compels us to change our beliefs.
- If beliefs are moved, then the dissonance appears during decision-making, forcing us to take actions we would not have taken before.

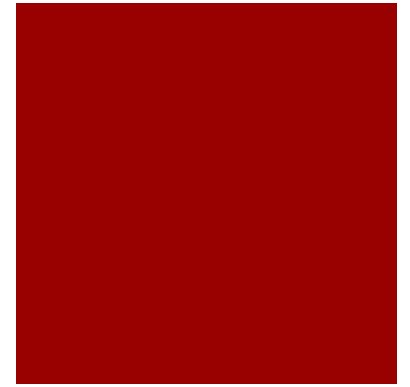
- Cognitive dissonance appears in virtually all evaluations and decisions and is the central mechanism by which we experience new differences in the world.



When we see other people behave differently to our images of them, when we hold any conflicting thoughts, we experience dissonance. (Carlsmith, 1959 coted by Wasesa,)

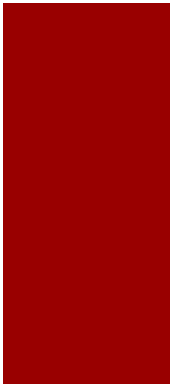
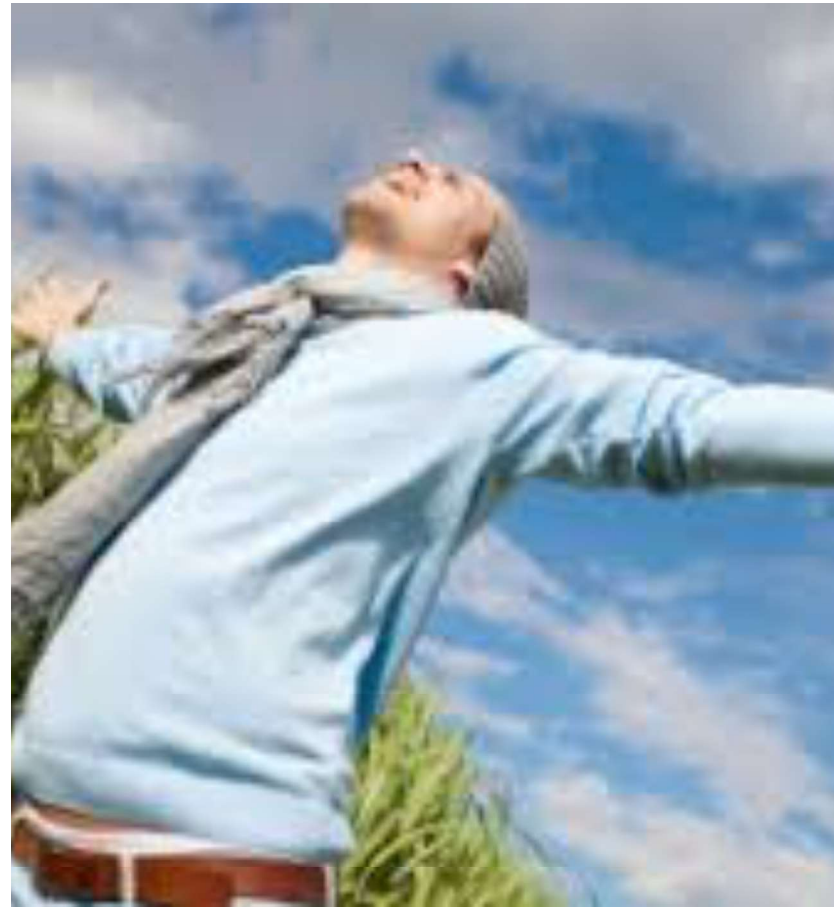


Dissonance increases with the importance and impact of the decision, along with the difficulty of reversing it.



When to use it

- Cognitive dissonance is central to many forms of persuasion to change beliefs, values, attitudes and behaviors.
- The tension can be injected suddenly or allowed to build up over time. People can be moved in many small jumps or one large one.



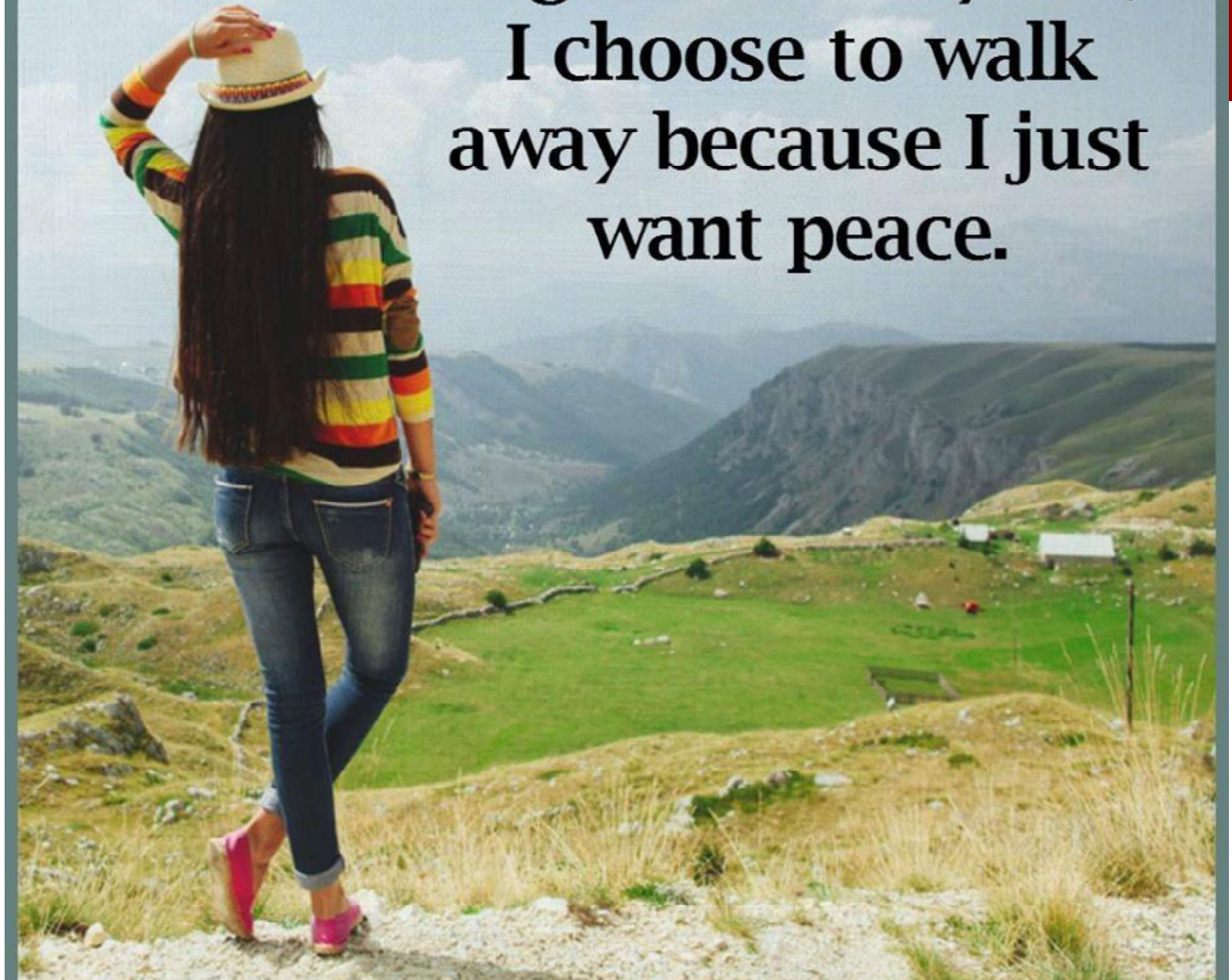


When to defend it

- When you start feeling uncomfortable, **stop and see** if you can find the inner conflict. Then notice how that came about.
- If it was somebody else who put that conflict there, you can decide not to play any more with them.



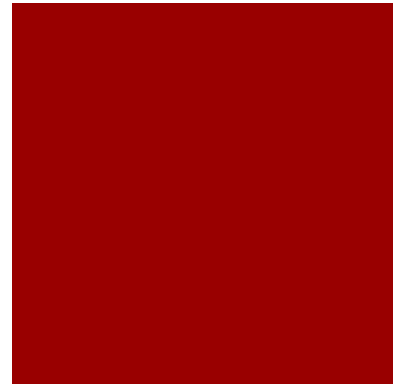
**I have no desire to
argue with anyone,
I choose to walk
away because I just
want peace.**



When someone is mean, don't listen.
When someone is rude, walk away. When
someone tries to put you down, stay firm.
Don't let someone else's bad behavior
destroy your inner peace.



LESSONS
LEARNED
Life



THE SCIENCE OF COGNITIVE DISSONANCE

and how to use it to your advantage



COGNITIVE DISSONANCE

Liars are
bad people...



But I just lied.

Study.com

You shouldn't be stealing those office supplies.

What's the big deal? You deserve to get a few privileges sometimes.



Cognitive Dissonance Example



STUDENT LIFE

Ang pinakamahirap at napaka
maimpluwensiyang tanong:

"Hoy, papasok ka?"

Ang mapanuksong sagot:

"Ikaw ba?"

Ang nakakapressure na sagot:

"Ewan ko nga eh."

The best na sagot:

"Pag di ka pumasok,
di na din ako papasok."

Which results to:

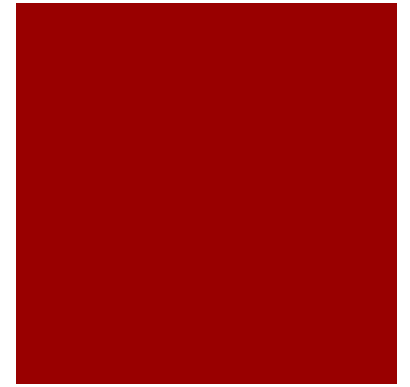
"Taral Wag na tayo pumasok."

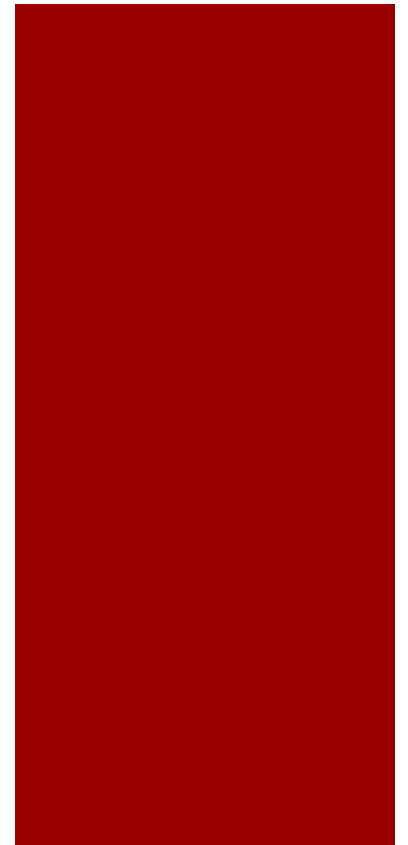
At mapagkunsinteng pangyayari:

"Buti na lang hindi na tayo
pumasok, wala naman daw
pa lang ginawa eh."



People may think cognitive dissonance is a BAD thing.
Actually it helps to keep us mentally healthy and happy.
It may make us feel satisfied with our choices—or at least lets us justify them—especially when they cannot be easily reversed.





Resolving dissonance may help prevent us from making bad choices or motivate us to make good ones.

This desire to be at peace with our decisions might be just the thing to inspire us to go for that run after all.