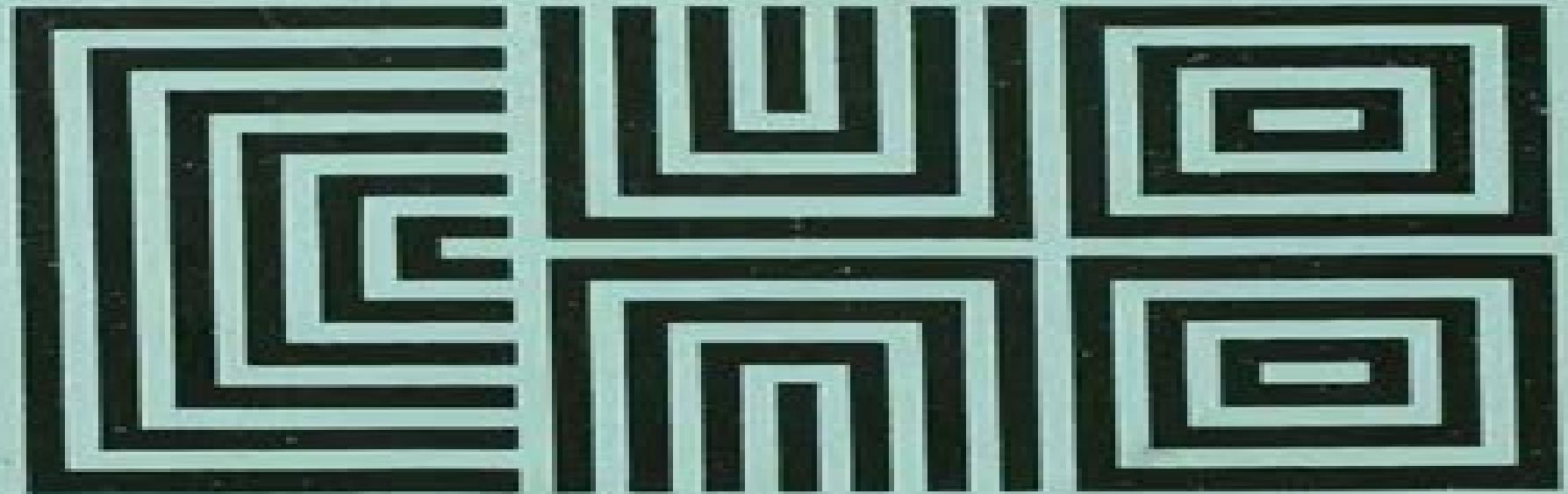


# **perspectives on cognitive dissonance**

**by Robert A. Wicklund  
Jack W. Brehm**



# Perspectives On Cognitive Dissonance

**John S. Seiter, Robert H. Gass**



## **Perspectives On Cognitive Dissonance:**

**Perspectives on Cognitive Dissonance** R. A. Wicklund, J. W. Brehm, 2013-04-15 Published in 1976 Perspectives on Cognitive Dissonance is a valuable contribution to the field of Social Psychology *New Approaches in Social Psychology* Prof. Dr. Bilal Semih Bozdemir, In the dynamic field of social psychology researchers have continually sought to uncover new approaches and insights that can deepen our understanding of human behavior and interactions This paper aims to provide a comprehensive review of the recent advancements in the field with a particular focus on how contemporary research has challenged and expanded traditional frameworks One significant development in social psychology is the shifting perspective on the role of experimentation The traditional reliance on experimental methods has been scrutinized with scholars arguing for a more nuanced approach that recognizes the limitations of such techniques and embraces alternative methodologies As Banaji and Crowder note the social psychology experiment can be seen as a social phenomenon in itself with the experimental setting influencing the very behaviors it seeks to study Farr 1976 This recognition has led to the emergence of novel approaches that prioritize qualitative data and emphasize the subjective experiences of research participants Masaryk Rogers 2024 Alongside this methodological shift social psychologists have also grappled with the profound changes occurring in the broader social and technological landscape The impact of globalization the information technology revolution and the postmodern deconstruction of traditional theories have all contributed to a need for a reconceptualization of human psychology As Gergen observes the subjective changes introduced by these global scale transformations are unlikely to be adequately captured by the traditional frameworks of the discipline necessitating a more dynamic and contextualized understanding of the human condition Consequently social psychologists have begun to explore alternative theoretical perspectives that can better account for the complexities of contemporary life These include post modernist theories reflexive modernization theories and the recognition of the subtle and indirect ways in which social stimuli can shape our thoughts and behaviors a phenomenon known as social priming Molden 2014 Attitudes and the Psychology of Persuasion Prof. Dr. Bilal Semih Bozdemir, Attitudes and the Psychology of Persuasion What are attitudes The importance of attitudes The ABC model of attitudes Affective component Feelings and emotions Cognitive component Beliefs and thoughts Behavioral component Intentions and actions Attitudes and behavior The attitude behavior link Factors influencing attitudes Personal experience Social influence Media influence Attitude formation and change Factors that shape attitude formation Cognitive dissonance and attitude change Persuasion techniques Appeal to emotion Use of authority Reciprocation Scarcity principle Social proof Consistency and commitment Liking and similarity The Elaboration Likelihood Model Central route to persuasion Peripheral route to persuasion Factors affecting persuasion Message characteristics Source characteristics Receiver characteristics Attitude strength and persistence Weak vs strong attitudes Attitude accessibility Attitude certainty Attitude extremity Attitude function Utilitarian function Value expressive function Ego defensive function Knowledge function Attitudes and

decision making Attitudes and information processing Attitudes and behavior in the real world Applications of attitude research Advertising and marketing Promoting health behaviors Changing prejudiced attitudes Conclusion The power of attitudes in shaping our lives      Encyclopedia of the Sciences of Learning Norbert M. Seel, 2011-10-05 Over the past century educational psychologists and researchers have posited many theories to explain how individuals learn i e how they acquire organize and deploy knowledge and skills The 20th century can be considered the century of psychology on learning and related fields of interest such as motivation cognition metacognition etc and it is fascinating to see the various mainstreams of learning remembered and forgotten over the 20th century and note that basic assumptions of early theories survived several paradigm shifts of psychology and epistemology Beyond folk psychology and its naive theories of learning psychological learning theories can be grouped into some basic categories such as behaviorist learning theories connectionist learning theories cognitive learning theories constructivist learning theories and social learning theories Learning theories are not limited to psychology and related fields of interest but rather we can find the topic of learning in various disciplines such as philosophy and epistemology education information science biology and as a result of the emergence of computer technologies especially also in the field of computer sciences and artificial intelligence As a consequence machine learning struck a chord in the 1980s and became an important field of the learning sciences in general As the learning sciences became more specialized and complex the various fields of interest were widely spread and separated from each other as a consequence even presently there is no comprehensive overview of the sciences of learning or the central theoretical concepts and vocabulary on which researchers rely The Encyclopedia of the Sciences of Learning provides an up to date broad and authoritative coverage of the specific terms mostly used in the sciences of learning and its related fields including relevant areas of instruction pedagogy cognitive sciences and especially machine learning and knowledge engineering This modern compendium will be an indispensable source of information for scientists educators engineers and technical staff active in all fields of learning More specifically the Encyclopedia provides fast access to the most relevant theoretical terms provides up to date broad and authoritative coverage of the most important theories within the various fields of the learning sciences and adjacent sciences and communication technologies supplies clear and precise explanations of the theoretical terms cross references to related entries and up to date references to important research and publications The Encyclopedia also contains biographical entries of individuals who have substantially contributed to the sciences of learning the entries are written by a distinguished panel of researchers in the various fields of the learning sciences      Cognitive Dissonance Judson Mills, Eddie Harmon-Jones, 1999-01 Tell any smoker that his habit is unhealthy and he most likely will agree What mental process does a person go through when he or she continues to do something unhealthy When an honest person tells a white lie what happens to his or her sense of integrity If someone must choose between two equally attractive options why does one's value judgement of the options change after the choice has been made In 1954 Dr

Leon Festinger drafted a version of a theory describing the psychological phenomenon that occurs in these situations. He called it cognitive dissonance, the feeling of psychological discomfort produced by the combined presence of two thoughts that do not follow from one another. Festinger proposed that the greater the discomfort, the greater the desire to reduce the dissonance of the two cognitive elements. The elegance of this theory has inspired psychologists over the past four decades. *Cognitive Dissonance: Perspectives on a Pivotal Theory in Social Psychology* documents the on-going research and debate provoked by this influential theory. **Theoretical Perspectives in Social Psychology** Clyde W. Franklin, 1982

**Evangelische Theologie**, 2005 **Perspectives in Urban Geography: Perceptual and cognitive image of the city** Chiranjit Singh Yadav, 1987 **Abwägen und Planen** Peter M. Gollwitzer, 1991 Cognitive Dissonance Joel Cooper, 2007-03-27 Dr. Joel Cooper has been at the very forefront of research on dissonance theory for decades now. In this book, he provides a brilliant and engagingly written review of the 50-year history of dissonance research and a masterful account of the ensuing developments in the theory. The book will be an outstanding resource for readers familiar with dissonance research and an enlightening introduction for those who are not. Professor Russell H. Fazio, Ohio State University. Why is it that people who smoke continue to do so, knowing how bad it is for them? What drives people to committing adultery even though they inherently believe this is wrong? What is the outcome of this contradiction in the mind? Cognitive dissonance has been an important and influential theory since Leon Festinger published his classic work in 1957. It is known by every social psychologist, most psychologists of any stripe, and the lay public, making its way into such mainstream publications as *The New York Times* with increasing frequency and accuracy. Ultimately, dissonance has become one of the most popularly known expressions of social psychological insights, making its way into the literature in consumer health and economic behavior and has become a frequently used explanation of political behavior in the popular press and magazines. In marking the 50th anniversary of the theory's inception, Joel Cooper, arguably the scholar most associated with dissonance research in the past few decades, has presented a beautiful, modern, and comprehensive analysis of the state of dissonance theory. This book charts the progress of dissonance theory, assessing its impact not only within our understanding of psychology but in everyday experiences as well. It should be important reading for students in social psychology, either undergraduate or graduate, but equally relevant to a host of other readers who need to understand or share the same passions for appreciating the significance of cognitive dissonance in the human psyche. *Perspectives on Social Behavior* Elliott McGinnies, 1994

**The Scientist and the Humanist** Marti Hope Gonzales, Carol Tavris, Joshua Aronson, 2011-01-07 Elliot Aronson is among the 100 most influential psychologists of the 20th Century whose work, especially his cognitive dissonance theory, is both provocative and enduring. This Festschrift celebrates Aronson's influence on the field of social psychology and provides illuminating insights into how empirical work is conducted and applied in real-world settings. Cross-cultural Differences in Perspectives on the Self Virginia Murphy-Berman, John J. Berman, 2003 Cross Cultural Difference in Perspectives on the

Self features the latest research in a dynamic area of inquiry and practice Considered in these pages are cross cultural differences in the idea of the person and in models of balancing obligations to the self family and community Revisiting and questioning the concepts of self and self worth the authors investigate the extent to which factors traditionally associated with psychological effectiveness intrinsic motivation assuming personal responsibility for one s actions and feeling in control unique hopeful and optimistic are culturally bound Hazel Markus and Shinobu Kitayama consider cultural differences in models of psychological agency Joan Miller critiques the meaning of the term agency analyzing the extent to which many popular theories in psychology rest on rather narrow Western models of behavior and effective functioning Steven Heine calls into question the presumed universality of some forms of cognitive processing Sheena Iyengar and Sanford DeVoe apply a cross cultural perspective to better understand intrinsic and extrinsic motivation and the value of choice Kuo shu Yang questions the universality of the pervasive and popular theory of self actualization formulated by Abraham Maslow and finally Ype Poortinga reexamines not only the cultural boundaries of theory but also the very meaning of the concept of culture itself Virginia Murphy Berman is a visiting professor of psychology at Skidmore College John J Berman is a professor of psychology at Skidmore College and the editor of the Nebraska Symposium on Motivation Volume 37 Cross Cultural Perspectives Nebraska 1990

**Gaia: ecological perspectives for science and society**, 2008      **The Rationality Of Political Protest** Karl-dieter Opp, 2019-09-16 The authors systematically apply rational choice theory in order to suggest hypotheses about political protest They test these hypotheses by means of surveys and compare their rational choice hypotheses with competing hypotheses      **Perspectives on Personality** Salvatore R. Maddi, 1971      Communication Theories: Perspectives, Processes, and Contexts Katherine Miller, 2005 Providing a current and comprehensive discussion of influential theories in communication this text portrays the strengths and weaknesses of each theory Communication Theories helps students see where these theories fit in the broad scheme of social inquiry and generally guides students in the evaluation and critique of theories in order to reach a more sophisticated level of understanding Although it emphasizes theories developed by communication scholars Communication Theories also includes work developed outside the field that has strongly influenced the work of communication scholars The second edition has been completely updated to include new or enhanced coverage of post colonialism critical race theory new generation social penetration theory and mass media reception theory      **Journal of Individual Psychology**, 1977      **Perspectives in Mass Communication** Alex S. Edelstein, 1966      Perspectives on Persuasion, Social Influence, and Compliance Gaining John S. Seiter, Robert H. Gass, 2004 This collection of chapters written by some of the most important persuasion scholars of our time represents the scope depth and richness of the field of persuasion With contributions from authors in a wide variety of disciplines Perspectives On Persuasion Social Influence and Compliance Gaining provides students with a panoramic view of the field broadening their perspective and understanding of the influence and impact of persuasion in our lives Contributing authors include Richard

Petty John Cacioppo James Dillard Daniel O Keefe Michael Cody Robert Cialdini Michael Burgoon Linda Carli David Buller Judee Burgoon and others Features Students gain insights directly from those who produced the theories and research as these top notch scholars reflect on the development of the theory or research where it is going and where it has been The contributors come from multiple disciplines including communication psychology and business offering students multiple perspectives on the content Introductions to each section provide students with the rationale for student an appreciation of ethics an orientation to each chapter and an understanding of each chapter s contribution to the field Early chapters on conceptualizations of persuasion the history of the field and theoretical developments give students the background necessary for understanding what persuasion is and how it functions Chapters on both theories of persuasion and the practice of persuasion in multiple contexts help students see the connection between theory and practice Concrete examples of theories and concepts bring the text to life and help students more easily understand the material Chapter on deception enables students to see how one of the most recently researched areas fits into the field of persuasion

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