



## Self-Justification

Psychology 320  
Social Psychology

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## Cognitive Dissonance

- Holding two discrepant beliefs
- Acting in a way discordant with your beliefs
  
- Causes Dissonance or discomfort

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## Cognitive Dissonance

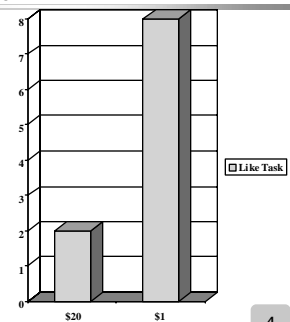
- Change Behavior → Change in Attitude
- Physiological arousal
- Negative consequences
- Free choice
- Attribute the arousal to the discrepancy

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## 'Peg Turning' Study

- Participants asked to do boring task.
- Then paid \$1 or \$20 to lie to the next participant and say 'it was great'
- Then measure attitudes toward the task.
- Those in the \$20 condition report liking the task less than those in the \$1 condition.



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## Reduce Dissonance

- Change the attitude
- Change the next behavior
- Rationalize
  - Minimize the negative consequences
  - Minimize responsibility
  - Misattribute arousal to something else

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## Postdecision Dissonance

- Deciding you made the right decision
- Lower the rating of the other options
- Raise the rating of the chosen option
- Spreading of alternatives

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### Lowballing

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- Quote low price
- Get commitment
- Raise price (oops!)

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### Getting-in

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- Effort Justification
  - Sex discussion group
  - Read obscene/slang sex words aloud OR Read clinical sex words aloud.
  - Boring discussion group
  - Slang readers reported more commitment to the group and wanted to attend again.
- Hazing

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### Insufficient Justification

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- External justification vs. internal justification

Counterattitudinal Advocacy  
Hypocrisy

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### Ben Franklin Effect

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- We like people for whom we have done a favor.

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### Self-discrepancy theory

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- Ideal self & Ought self
- Promotion goals & Prevention goals
- Approach + or Avoid –
- Actual self
- Heightened self-focus
- Self consciousness

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### Self-enhancement

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- Choose situations
- Inflate contributions to joint efforts
  - When successful
- High self-complexity show more stable self-esteem

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### Self-Completion Theory

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- Try to find validation for the threatened and valued part of the self.
- Instructor Evaluations

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### Self-Evaluation Maintenance Theory

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- A close other who outperforms us on a personally relevant task/skill/etc.
- BIRG
- Distance self from close other
- Reduce relevance of the task
- Improve your own performance

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### Self-Verification

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- Need to have self-concept validated by others.

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