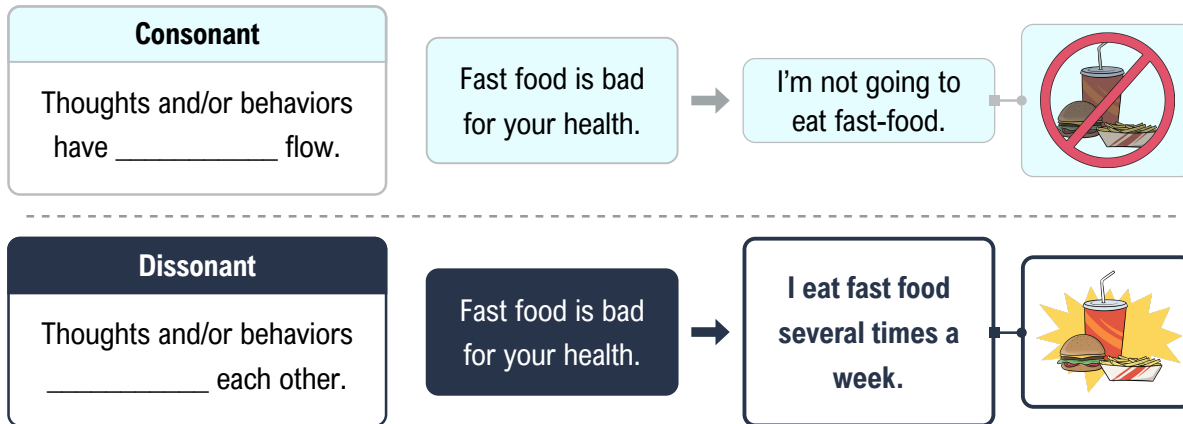


## TOPIC: COGNITIVE DISSONANCE

### Cognitive Dissonance

- ◆ Thoughts can be consonant or dissonant.



- ◆ **Cognitive Dissonance:** Discomfort that occurs from holding inconsistent attitudes, behaviors, or cognitions.
- ◆ We are often motivated to resolve the discomfort and tension. Strategies to increase consonance:
  1. Change the \_\_\_\_\_: "Fast food isn't *that* bad for you."
  2. Change the \_\_\_\_\_: "I'm going to stop eating so much fast food."
  3. \_\_\_\_\_ the behavior: "I'm busy so I need to eat fast food right now. I'll change my habits soon."

## EXAMPLE

Label the following thoughts/behaviors as consonant or dissonant. For consonant thoughts write a “C” and for dissonant thoughts write a “D”. Choose one of the dissonant thoughts and write a strategy to increase consonance.

Studying is more important than a movie	→	watching a movie	<input type="text"/>
Alcohol is bad for your health	→	drinking soda at a party	<input type="text"/>
Talking to family members is valuable	→	avoiding calling your parents	<input type="text"/>
Walking the dog is important	→	waking up early to walk the dog	<input type="text"/>

**Strategy for changing a dissonant thought:**

## PRACTICE

True or False: if false, choose the answer that best corrects the statement.

Cognitive dissonance is the discomfort created by consonant thoughts.

- a) True.
- b) False, cognitive dissonance is caused by conflict between id and ego.
- c) False, cognitive dissonance is created by dissonant thoughts.
- d) False, cognitive dissonance is created by conflict between personal beliefs and societal beliefs.