

DOES BEHAVIOR CHANGE
ATTITUDES?

YES, FOR TWO REASONS

- Self presentation effects
- Self justification effects--dissonance

SELF PRESENTATION EFFECTS

- About weakly held attitudes
- Mechanism. We interpret the meanings of our actions just as an observer would
- For impression management reasons, we often act in ways not grounded in our attitudes

SELF JUSTIFICATION

- Generally dissonance effects
- Origins of theory. Millennial group.
- Cognitions as elements
- Dissonance is psychological inconsistency between elements
- Dissonance is resolved by changing some of the inconsistent elements toward consistency

Dissonance effects

- Postdecisional dissonance.
- Effort justification
- Insufficient justification
- Insufficient deterrence

SUMMARY: BEHAVIOR CHANGES ATTITUDES

- Via self presentation phenomena
- Via dissonance phenomena
- There is controversy about exactly how dissonance is to be conceived.
- Behavior can change not only attitudes but perceptions of one's own personality.