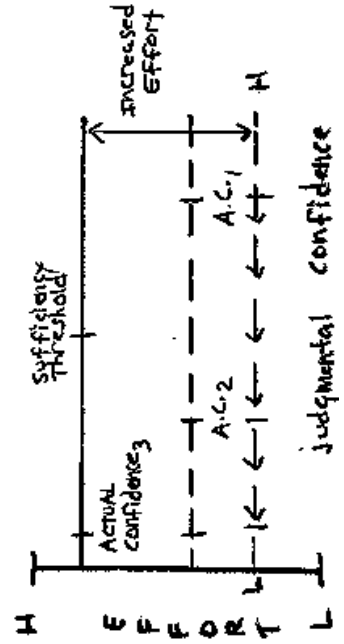
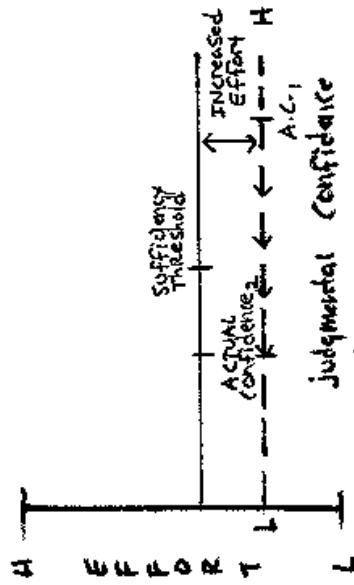
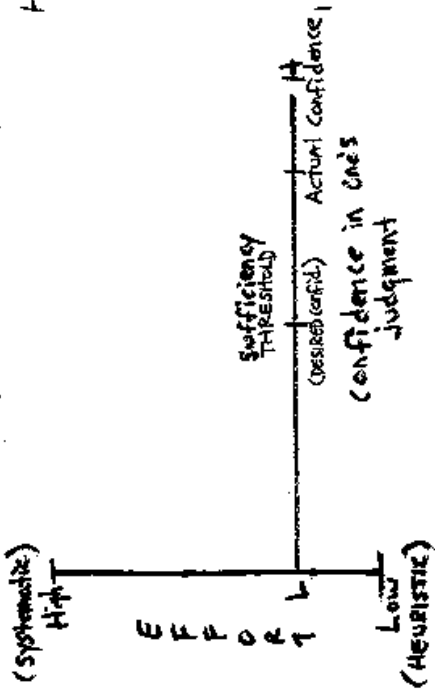


- the principle of least effort--Allport's (1954) label for the fact that we seek to maximize our outcomes with the least amount of cognitive work possible. People choose cognitive economy as a strategy to maneuver through their environment; as "cognitive misers" they avoid effortful expenditures of mental energy except when it is in their interest to do so.

- **"The mature individual has a repertoire of abstract ideas about the operation and interaction of causal factors. These conceptions [enable him to make] economical and fast attributional analysis, by providing a framework within which bits and pieces of relevant information can be fitted in order to draw reasonably good causal inferences." (Kelley, 1973, p. 115)**

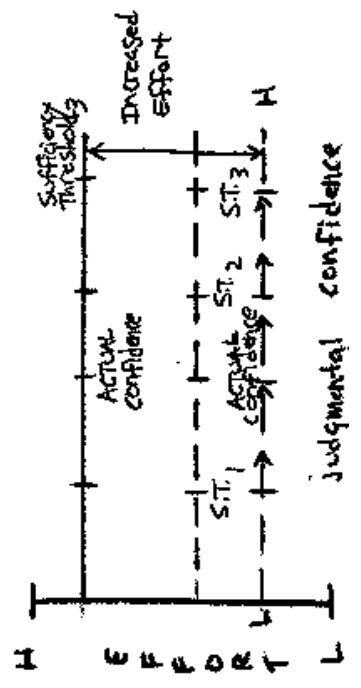
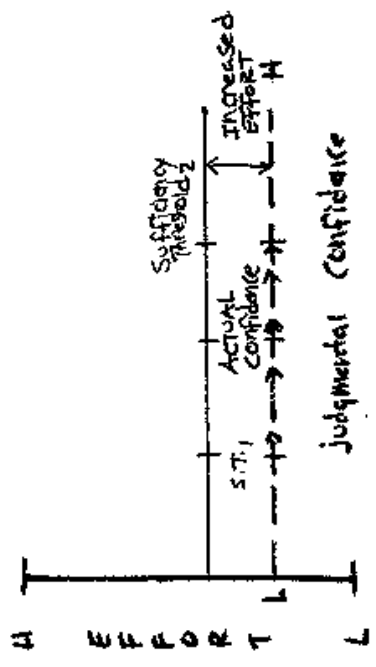
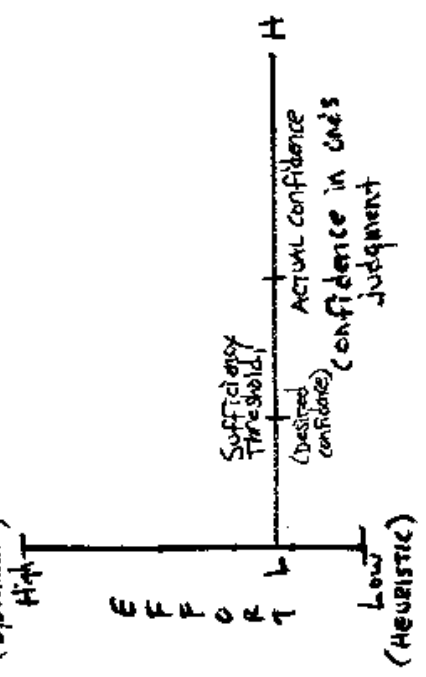
① Effort can be motivated when confidence is undermined and drops below an acceptable (sufficient judgmental confidence) threshold.

HEURISTIC -
SYSTEMATIC
MODEL
(CHAIKEN)



② Effort + Deliberation can be instigated by goals that raise one's sufficiency threshold and make one desire "better" judgments that one can have a high level of confidence in (they will withstand scrutiny).
 (Systematic)

HEURISTIC -
 SYSTEMATIC
 MODEL
 (CHAIKEN)



- Nonviolent direct action seeks to create such a crisis and foster such a tension that a community which has constantly refused to negotiate is forced to confront the issue. It seeks so to dramatize the issue that it can no longer be ignored. My citing the creation of tension as part of the work of the nonviolent resister may sound rather shocking. But I must confess that I am not afraid of the word 'tension'. I have earnestly opposed violent tension, but there is a type of constructive, nonviolent tension which is necessary for growth. Just as Socrates felt that it was necessary to create a tension in the mind so that individuals could rise from the bondage of myths and half-truths to the unfettered realm of creative analysis and objective appraisal, so must we see the need for nonviolent gadflies to create the kind of tension in society that will help men rise from the dark depths of prejudice and racism to the majestic heights of understanding and brotherhood (Letter from a Birmingham Jail, April 16, 1963).

Figure 3. Minority Influence: Attitudes by Consistency and Argument Quality

