
Theory Cognitive Dissonance Application Marketing

the theory of cognitive dissonance - adam kowol - cognitive dissonance: (1) altering the importance of the issue or the elements involved, (2) changing one or more of the cognitive elements, (3) adding new elements to one side of the tension or the other, (4) seeking consonant information, and (5) distorting or misinterpreting **a review of cognitive dissonance theory in management research** - key concepts in cognitive dissonance theory causes of cognitive discrepancy counterattitudinal behaviors—individuals who act in a way that is counter to an attitude or belief they hold will experience dissonance. free choice—choice can cause cognitive discrepancy between the desire to choose the best alternative and the **the advances in the history of cognitive dissonance theory** - political science and anthropology. the impact of cognitive dissonance theory continued from the late 1950s to the mid-1970s. with a growing interest in purely cognitive processes such as information processes, the popularity of dissonance theory declined. however, the dwindling interest in dissonance theory did not have a long run. **explaining preferences from behavior: a cognitive ...** - explaining preferences from behavior: a cognitive dissonance approach avidit acharya, stanford university matthew blackwell, harvard university maya sen, harvard university the standard approach in positive political theory posits that action choices are the consequences of preferences. social **cognitive dissonance theory - pages.uoregon** - cognitive dissonance theory why people aren't always listening former stanford university social psychologist leon festinger (1950s) developed what he called, the theory of cognitive dissonance. • this is the feeling of uncomfortable tension which comes from holding two conflicting thoughts in the mind at the same time. **cognitive dissonance theory leon festinger (1957)** - cognitive dissonance and persuasion 1. bring attention to inconsistency in beliefs 2. make the inconsistency important 3. emphasize choice and responsibility 4. show that dissonance can hurt self-esteem or increases guilt 5. show how dissonance can be reduced 6. show why other ways to reduce dissonance (like avoidance) will not work 7. **cognitive dissonance: a critical tool in social justice ...** - cognitive dissonance theory holds that our reactions to these sorts of psychological stimuli tend to fall somewhere along a continuum on which each point represents a strategy for returning our consciousness into cognitive balance (huegler, 2006; van overalle & jordens, 2002). at one end of the continuum is

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